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# Furniture forum

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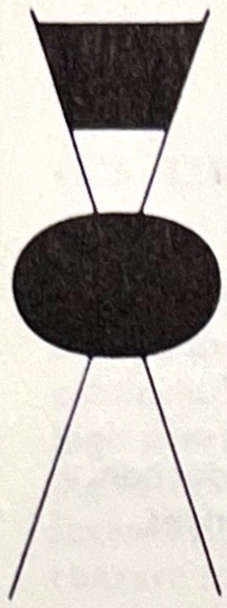
Summer 1957

**SUMMER 1957**

contents of **vol. 8, no. 2**



# furniture forum

handbook of contemporary design

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Personalities

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Edgar Bartolucci

**Art Editor**

Phil Featheringill

**Production**

Winona Pritchard

**Circulation Department**

Patti Randall

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**Note: FURNITURE FORUM is so designed that the 4-issues of each year may be bound into one cover, thereby providing a permanent accumulative source-reference catalog. Since the 4-issues of each year constitute a Volume, subscriptions are only sold by the year.**

**furniture forum**

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# publisher's notes

Recently we observed National Advertising Week. Advertising is a vital factor in our system of free enterprise. It is a guarantee of quality. The successful advertiser proudly stands by his product and jealously guards his good name. Through advertising in its various forms, the manufacturer creates mass demand which in turn results in mass production, giving Americans more and better goods for better living at lower prices. Advertising has raised the standard of living in America to the very highest in the entire world.

One of the serious problems confronting many manufacturers is that of design piracy. Home furnishings and other industry representatives have recently met in Washington to discuss and develop some proposed legislation to cope with this serious problem. A committee has drawn up a bill which will provide stiff penalties for design piracy and correct other inequities currently handicapping designers and manufacturers. FURNITURE FORUM wholeheartedly endorses the objectives of this committee.

The Pasadena Art Museum, Pasadena, California recently staged its third annual exhibition (January 27 to March 3) to bring together the best creative design and producton originating in Los Angeles County. The Exhibition included homefurnishings, decorative accessories and household products. It was indeed an outstanding exhibition and the Museum is to be congratulated on an excellent job.

The National Industrial Design Council of Canada just announced the winners of their 1957 Design Award Competition. Over 600 designs were submitted and the awards were made from the 150 designs passed for final judging.

Your editor cannot help but express the regret that nothing has replaced the late GOOD DESIGN Exhibition. A national design competition is sorely missed in the United States.

This coming September 12-22, the Eighth Annual Homefurnishings Show will be presented in the New York Coliseum. Last year this show drew 337,676 admissions and the survey conducted by the Consumer Preference Clinics, Inc., at the show, disclosed that the average family planned to spend $453.00, for new and replacement merchandise, totaling almost $70,000,000.00 purchasing power. This show is a "natural" for the homefurnishings industry and should be wholeheartedly supported.

**Phillip L. Pritchard**
**Editor-Publisher**

## IT'S TIME FOR A CHANGE of ENVIRONMENT—OFFICE-WISE

More than 25 million office workers spend half of their waking lives behind desks of assorted description—desks not always suited to their particular work requirements. Millions are spent annually to develop high precision, man-saving machinery, to modernize methods, to better the surroundings and working conditions of those working in plants and factories. In view of this, one would imagine that offices are of major concern to business and industry. However the facts indicated otherwise.

If the physical aspects of factories are undergoing constant improvement, as they are; if the powerful color factor is being employed to increase efficiency and at the same time promote a sense of well-being, as it is; if psychologists agree people are healthier, happier and as a result, more productive when they work in surroundings that are pleasing to them—as they do; if forward looking management is putting all these philosophies into effect in the plants and factories, then the same logic and reasoning should equally apply to the business office area where the same common denominator—human beings, is concerned.

However, although some slight progress has been made, offices, generally speaking, are still receiving the hit-and-miss treatment. Management is seemingly reluctant to give the same analytical survey to the front-office. Over-all plans are carefully developed to achieve the greatest plant and factory efficiency, yet these same planners invariably think in the terms of office furniture, piece-by-piece and elements, item-by-item. They furnish and refurnish on this basis, ending up with a hodge-podge office interior that certainly does not invite or receive the efficiency that properly planned and co-ordinated offices are capable of delivering.

Concerned with this situation and long aware that poorly furnished and decorated offices were in the vast majority, The Executive Furniture Guild felt the time had come when factual statistics should be developed to guide the way to improve the situation. Since no facts or statistics were available we had to undertake a survey to secure them. Through the cooperation of our dealer-members, a survey of 1,000 executive offices in over 40 leading cities in the United States and Canada was made.

All kinds of executive offices (good and bad) in all kinds of buildings (good and bad). A questionaire was completed for each of the 1,000 offices studied. The questionaire covered 20 categories including space; type, design, condition and arrangement of furniture; lighting; ventilating; color and so on. The findings were tabulated and the results itemized nationally, regionally and by individual cities.

The survey revealed, unfortunately, that the executive who is housed in an attractive, well-planned office is a very rare brand of executive indeed. Most executives proved to be operating from dreary, non-descript, inefficient, uninspiring, even antiquated offices, many of which, hark back in some respects to the turn of the century.

The composite office, assembled from the facts of the survey, is about as inviting as the inside of a box car. It features standard building-management colors (usually a drab shade of beige) on all four walls as well as overhead. The same color repeated underfoot in inexpensive hard-surface flooring.

There is some relief, but not much, in the massive furniture which, though it happens to match, is awkward, outmoded and impractical. There was too much of it and it is placed with no regard to comfort or convenience. There were no draperies which, considering the rest of the decor, is probably just as well. Several unimportant pictures, having no relationship to each other or to anything else in the room, hung from the wall as if they had landed there by accident. Pipes and radiators were exposed. There are a couple of modern desk accessories of good design but these coordinate with nothing. Shining down on this bleak and unimaginative setting, from a commercial looking ceiling fixture, the light was adequate but harsh. The best that could be said was that the office was clean and the furniture in good repair.

One of the questions asked in the survey was: "Who is responsible for the present interior." In two-thirds of the offices those responsible were secretaries, assorted employees, wives, friends and other well-meaning non-professionals, an indication that the best service those untrained in the art of interior design can render—after encouraging the executive to bring his front-office up-to-date, is to see that he engages an expert to do the job.

Over half of the executives said they were dissatisfied with their offices. However, the number of offices that did not do justice to their occupant was much higher. It is an accepted fact that no one is immune to his surroundings, whether consciously aware of them or not. These same people live in attractive homes, drive fine cars, take trips and see around them continued advancement in standards of living, yet are content to go back to an outmoded office, a dismal area in which to do their creative best.

Medical authorities agree that a high percentage of business strain and tension is directly attributable to emotionally-induced ills, countless minor irritations and environment. Since many of these factors are inherent in the badly planned office isn't it time to provide the kind of an office that will be an asset to the business?

**George W. Reinoehl, A.I.D., I.D.I.**
**Exeuctive Vice President**
**Executive Furniture Guild of America**

**Item No.** 2-6022 **Chest**
40" x 19" x 17½",high
Wood: walnut
**Approximate Retail Price:** 204.00

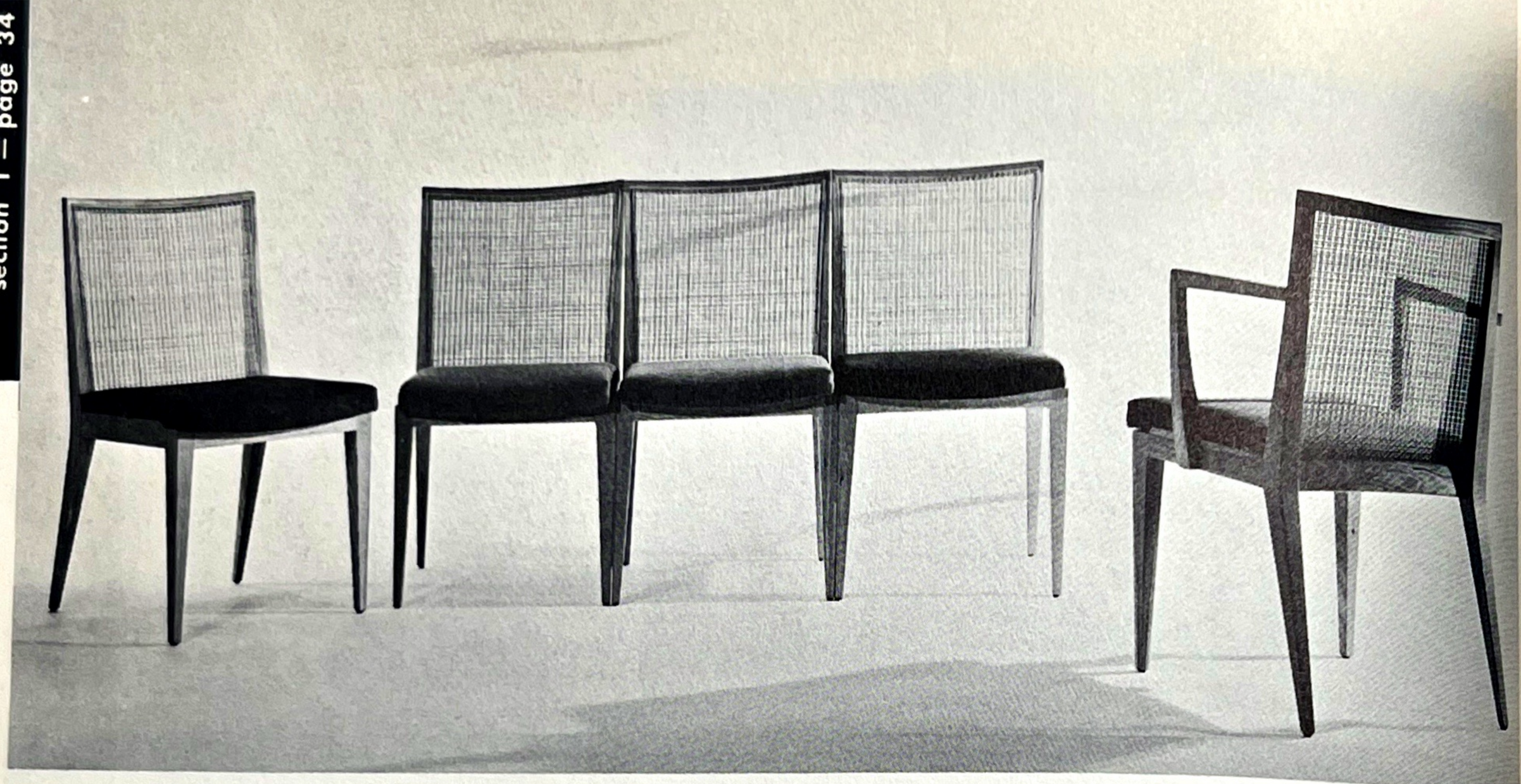
**Item No.** 2-4825 **Arm Chair**
22" x 22" x 34", high
Wood: maple; upholstered seat & back
**Approximate Retail Price:** 152.00, **CCF**

**Item No.** 2-4032 **Sideboard**
78" x 19" x 30", high
Wood: walnut
**Approximate Retail Price:** 547.00

**Item No.** 2-4222 **Dining Table**
Top: diameter, 50" x 28½", high
Wood: walnut
**Approximate Retail Price:** 433.00

**Showrooms:**
**New York**
**Chicago**
**Grand Rapids**
**Los Angeles**
**San Francisco**
**Dallas**
**St. Louis**
**Atlanta**
**Cleveland**
**Indianapolis**

**BAKER FURNITURE, INC.**
Holland, Michigan



**Item No.** 5713 **Side Chair**
19" x 20¼" x 32", high
Frame: ash; foam rubber seat; cane back
The straight lines allow them to line up flush with each other when placed side by side.
**Approximate Retail Price:** 182.00, **muslin**
**Item No.** 5714 **Arm Chair**
**Approximate Retail Price:** 214.00, **muslin**

**Item No.** 5671 **Writing Table**
59" x 23"/26" x 29", high
Wood: walnut
Table angled at center, allowing easy access to working surface.
Drawers are suspended. Stationery drawer has slanting slots for paper & envelopes.
Available with **(R)** or **(L)** file drawer or with (2) small drawers
**Approximate Retail Prices:** 483.00, **(R)** file drawer
**(Item No.** 5672) 483.00, **(L)** file drawer
**(Item No.** 5670) 410.00, (2) small drawers

**Item No.** 5606 **Chair**
Mahogany frame; foam rubber seat pad; brass stretchers; cane back
**Approximate Retail Price:** 254.00, **muslin**

**Showrooms:**
**New York 21**—305 East 63 Street
**Chicago 10**—635 Merchandise Mart
**Boston 16**—92 Newbury Street
**Kansas City 8**—202 Merchandise Mart
**Los Angeles 48**—8743 West 3 Street
**Seattle 2**—761 Bellevue North

**ALL DUNBAR furniture is designed by EDWARD WORMLEY**

## DUNBAR FURNITURE CORPORATION OF INDIANA
Berne, Indiana

**Item No.** 3384 **End Table**
20" x 30" x 22", high
Incorporates a drawer
Wood: walnut
**Approximate Retail Price:** 198.00

**Item No.** 3382 **Cocktail Table**
60" x 24" x 16", high
Incorporates a drawer
Wood: walnut
**Approximate Retail Price:** 211.50

**Showrooms:**
**New York**—305 East 63 Street
**Chicago**—Merchandise Mart
**Los Angeles**—8778 Beverly Blvd.
**Grand Rapids**—Exhibitors Building
**Cleveland**—1240 Huron Road
**St. Louis**—10 S. Hanley Road
**Indianapolis**—31 W. 13 Street
**Dallas**—150 Decorative Center
**Atlanta**—100 Spring, S.W.
**Minneapolis**—2323 Wayzata Blvd.
**San Francisco**—737 Sansome Street

**Item No.** 2050 **Sofa**
100" x 37" x 28", high; arm height, 20"
Back cushion: reversible, down-filled
Seat cushion: reversible, special
soft-density rubber
**Approximate Retail Price:** 944.50, **muslin**

**Item No.** 3380 **Lamp Table**
30" x 30" x 21", high
Incorporates a drawer
Wood: walnut
**Approximate Retail Price:** 198.00

**Item No.** 2058 **Chair**
26½" x 31" x 29", high
Arm height: 19½"
Wood: walnut
**Approximate Retail Price:** 264.50, **muslin**

**For brochure, send 10c to Dept.F**

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**THE WIDDICOMB FURNITURE COMPANY**
Grand Rapids, Michigan

**The ORIENTA Budget Group**

**Item No.** 6071CU (R) **Arm Chair**
25" x 35" x 32", high
(2) removable, zippered cushions
**Item No.** 6072CU **Chair**

**Item No.** 6317M **Table**
30" x 30" x 18",high
Micarta top

**Item No.** 6072CU **Chair**
22" x 35" x 32",high

**Item No.** 6073CU **(L) Arm Chair**
25" x 35" x 32",high

**Approximate Retail Price:** 249.50
(5-pieces as shown)

**Designer: JOHN B. WISNER, A.I.D.**

**Item No.** 6070SU **Sofa**
72" x 35" x 32",high
(6) removable, zippered cushions
**Approximate Retail Price:** 149.50

**Item No.** 6316M **Table**
Diameter, 19"; height, 21"
Micarta top
**Approximate Retail Price:** 19.95

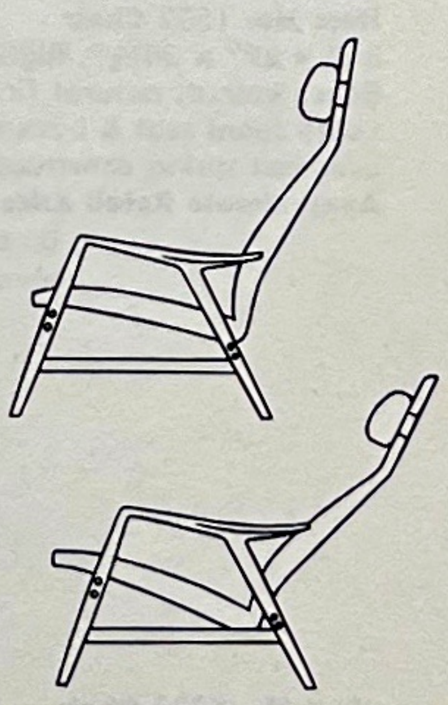
**Item No.** 6070CU **Chair**
27" x 35" x 32", high
(2) removable, zippered cushions
**Approximate Retail Price:** 59.50, **base cover**

**Showrooms:**
**New York**—305 East 63 Street
**Chicago**—631 Merchandise Mart
**San Francisco**—431 Jackson Square
**Grand Rapids**—Exhibitor's Building
**Indianapolis**—31 West 13 Street
**Cleveland**—1240 Huron Road
**Minneapolis**—2323 Wayzata Boulevard
**Buffalo**—567 Washington Street
**Miami**—151 North East 40 Street

**FICKS REED COMPANY**
Charlemar Drive
Cincinnati 27, Ohio

furniture forum

**Designer: ALF SVENSSON**
**Item No.** 36C **Contour Chair**
28½" x 31" x 40¾", high
Wood: beech with teak, walnut
or black finish. Also available
with oak frame, teak finish
Adjustable back, 2-positions,
upright or reclining
Upholstered foam rubber seat & back;
removable covers
Frame: continuous tubular steel;
Resisto springs
**Approximate Retail Prices:** 124.00 **muslin**
**(covered)** 149.50 **Swedish fabric**



**Showrooms:**
**San Francisco**
**New York**
**Chicago**
**Dallas**
**Miami**
**Los Angeles**

**Prices quoted f.o.b. New York & San Francisco warehouses**

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**DUX, INC.**
390 Ninth Avenue
San Francisco, California

**Item No.** F329 **Chair**
25" x 30" x 29", high
Frame finished in black lacquer
Also available in walnut
Loose foam seat; Pirelli rubber webbing
**Approximate Retail Price:** 123.00 **base cover**

**Item No.** 1559 **Lounge Chair**
28" x 30½" x 29", high
Wood: walnut, natural finish
Loose foam seat & back cushions
over coil spring construction
**Approximate Retail Price:** 220.00 **muslin**

**Item No.** 1552 **Chair**
31" x 29" x 30½", high
Base: walnut, natural finish
Loose foam seat & back cushions
over coil spring construction
**Approximate Retail Price:** 210.00 **muslin**

**Item No.** F322 **Chair**
23" x 28" x 29", high
Wood: walnut, natural finish
Loose seat & back foam cushions
over Pirelli rubber webbing
**Approximate Retail Price:** 118.00 **base cover**

**Showrooms:**
**Chicago**—Merchandise Mart
**New York**—136 East 40 Street

**Available for residential or contract installation**

**ERWIN—LAMBETH, INC.**
Thomasville, North Carolina

furniture forum

**Item No.** F329 **Chair**
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Frame finished in black lacquer
Also available in walnut
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over Pirelli rubber webbing
**Approximate Retail Price:** 118.00 **base cover**

**ERWIN—LAMBETH, INC.**
Thomasville, North Carolina

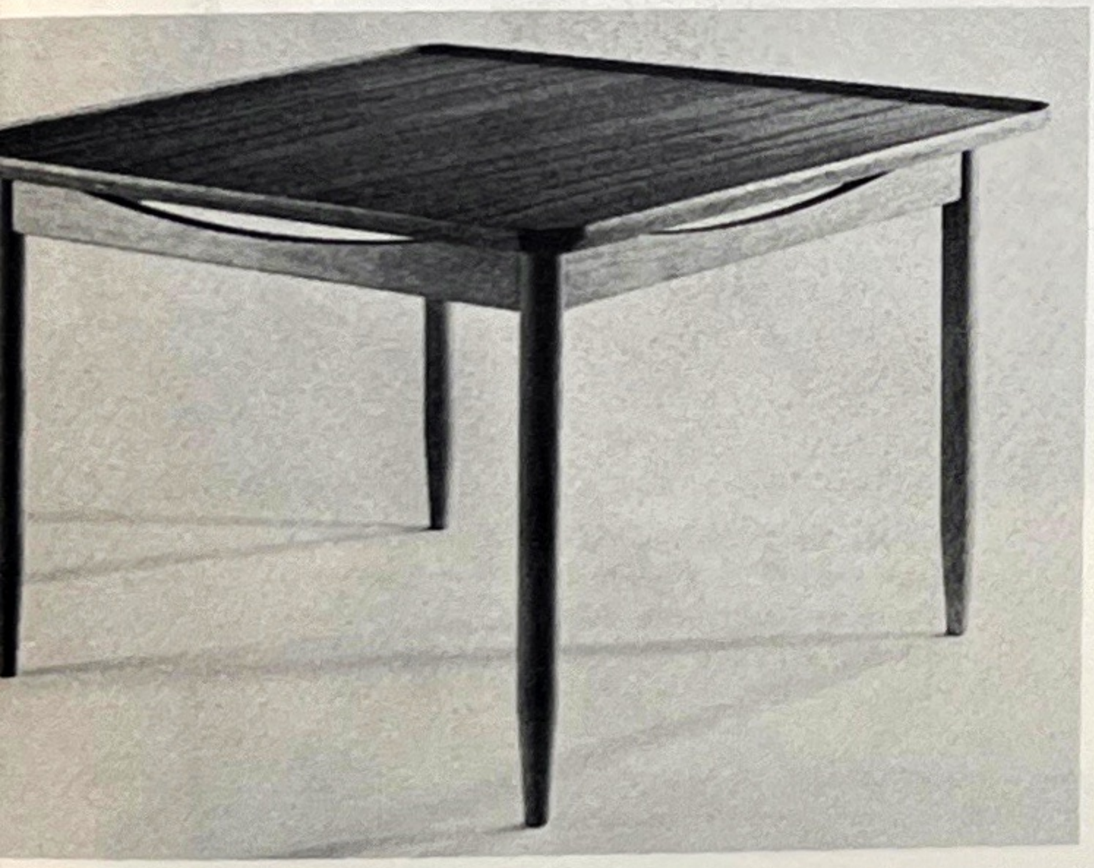
*From the ARKITEKT COLLECTION

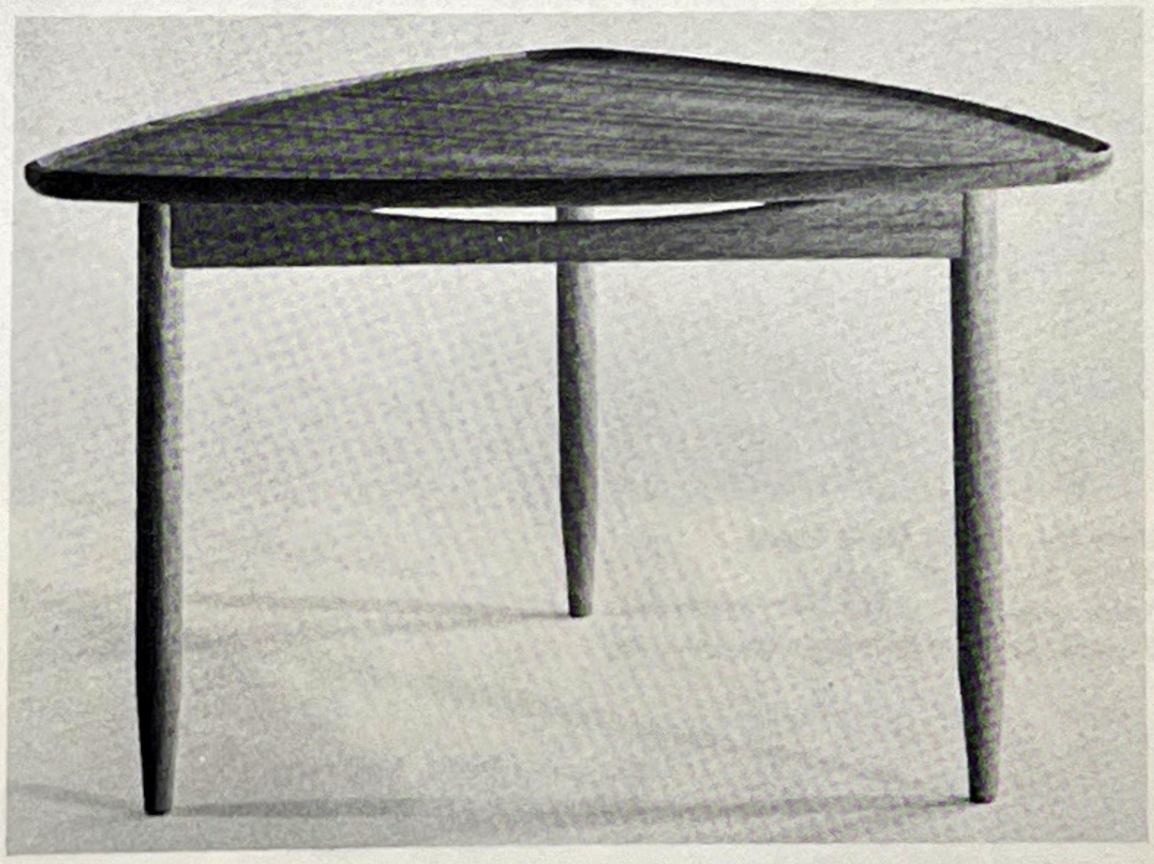
**Designer: ROBERT ALAN MARTIN**
**Item No.** 11503 **End Table**
28" x 19" x 22" high
shelf clear glass; white or black Carrara
Wood: teak, oil finish
**Approximate Retail Price:** 135.00
(Available in walnut of palisander)

**All prices f.o.b., uncrated,**
**New York City Showroom**

**Designer: ROBERT ALAN MARTIN**
***Item No.** 11361 **Table**
30" x 30" x 19½" high
Square top with cupped edges
Woods: teak/oak, oil finish
**Approximate Retail Price:** 95.00
(Available in walnut or palisander)
**(Shipped KD)**

**Available for residential or contract installation**





**Designer: ROBERT ALAN MARTIN**
***Item No.** 11360 **Table**
31" x 31" x 31"/19½" high
Three sided top, cupped edges
Woods: teak/oak, oil finish
**Approximate Retail Price:** 95.00
(Available in walnut or palisander)
**(Shipped KD)**

**Designer: JOHN HANSEN**
**Item No.** 11502 **End Table**
28" x 18" x 23" high
1 -drawer & slat shelf
Drawer has maple interior
Wood: teak, oil finish
**Approximate Retail Price:** 135.00
(Available in walnut or palisander)

**MILLS — DENMARK**
227 East 56 Street
New York 22, New York

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*From the ARKITEKT COLLECTION

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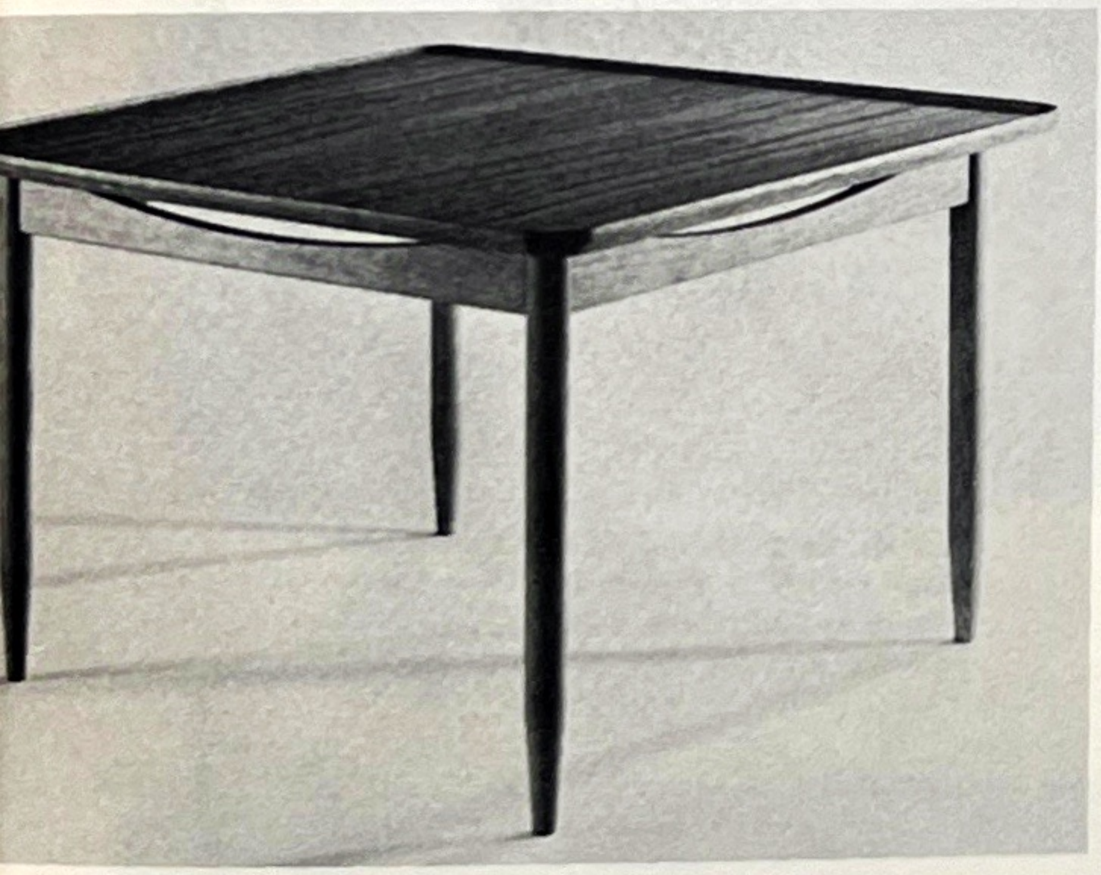

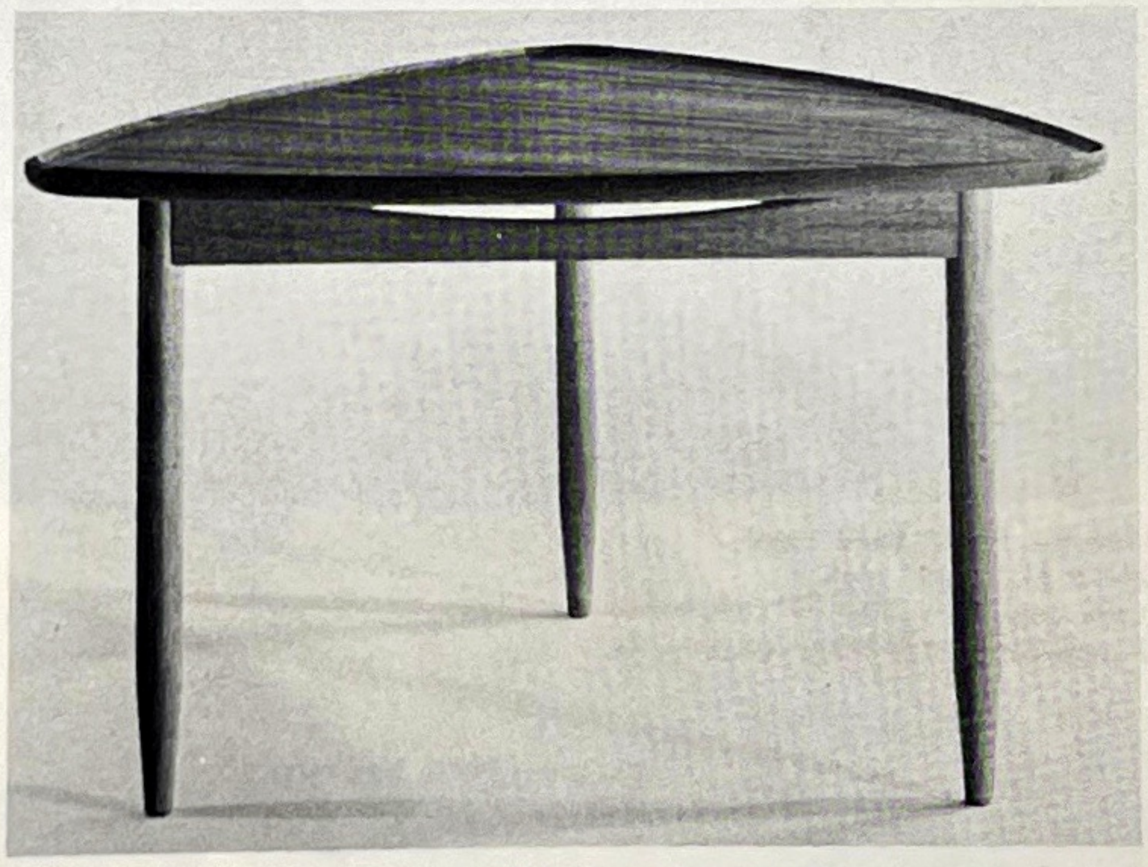

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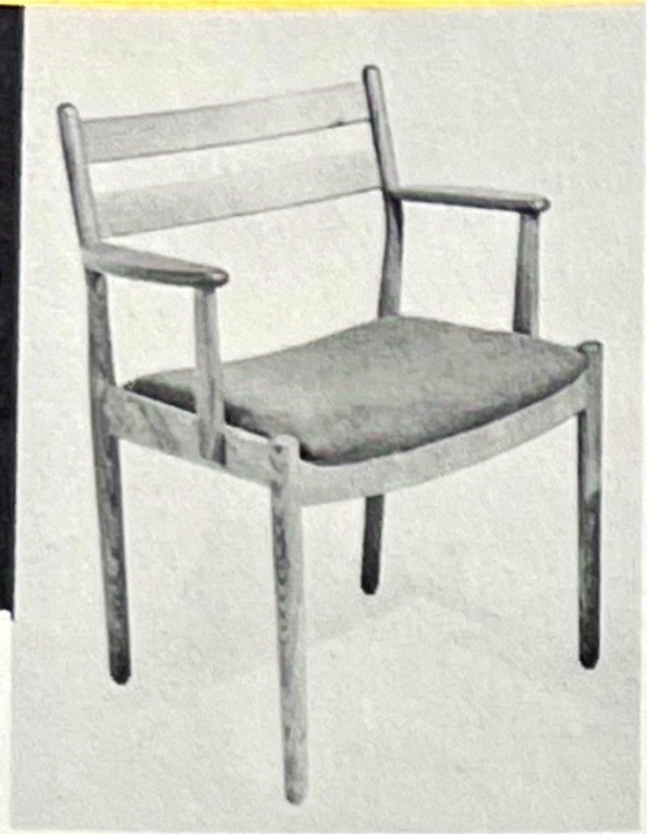
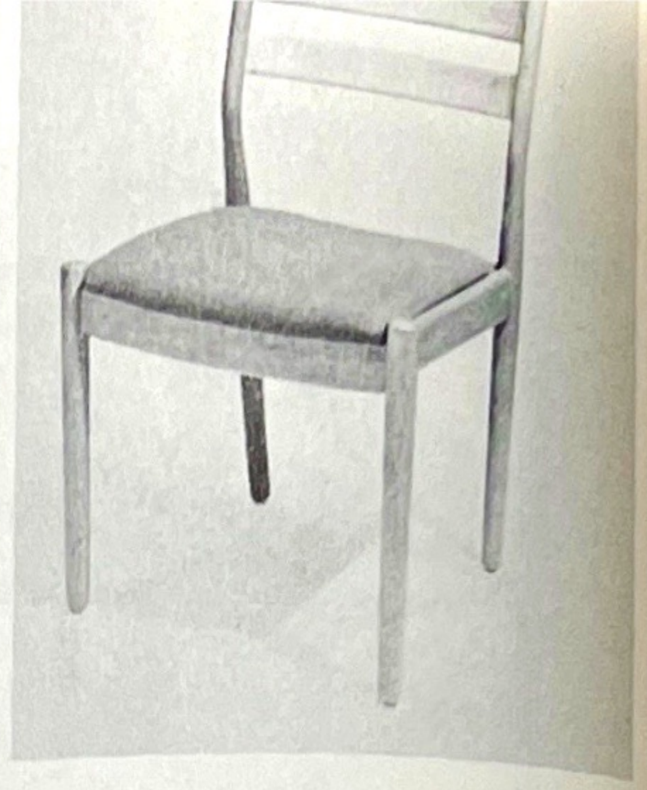


**Designer: POUL VOLTHER**
**Item No.** J-62 **Armchair**
20" x 19" x 32" high
Oak in oil finish
Yardage required, 2/3



**Item No.** J-61 **Sidechair**
20" x 19" x 32" high
Oak in oil finish
Yardage required, 2/3

**Item No.** PH-24 **Card Table**
31" x 31" x 28" high
Teak only, oil finish
2-slide-out leaves, 11½" each

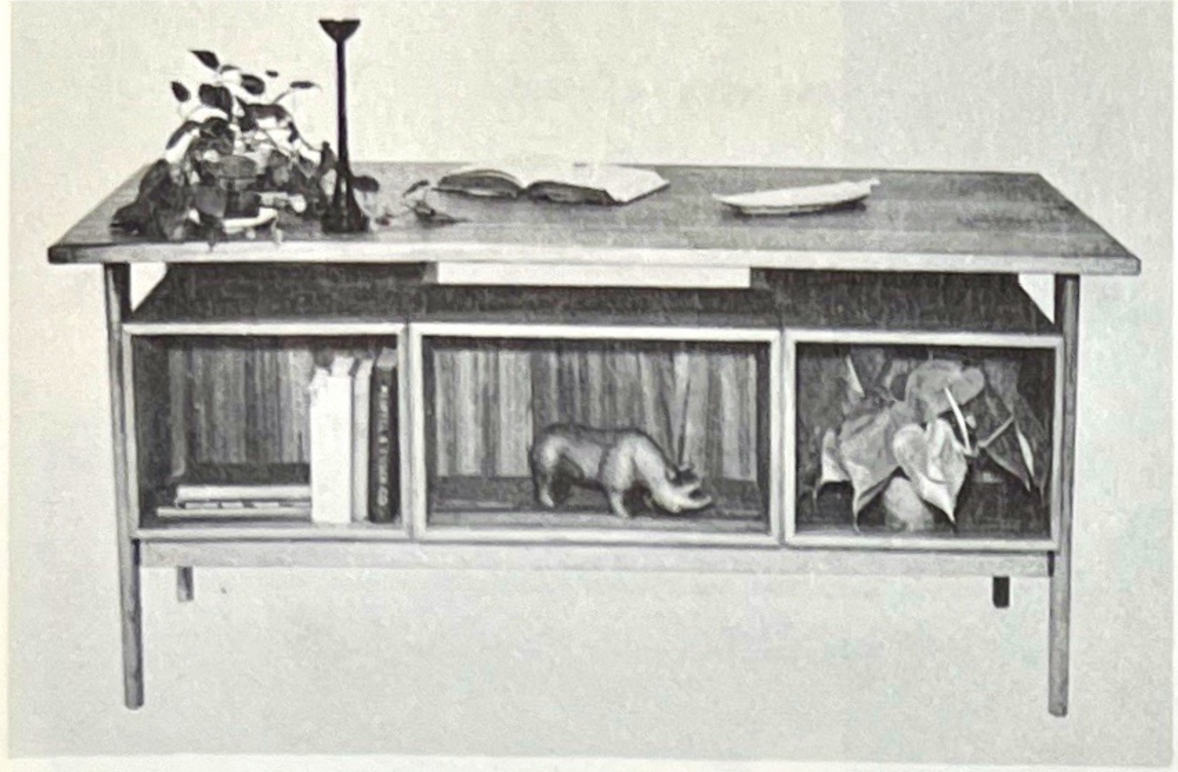
**Item No.** LF-34 **Dining Table**
50½" x 33½" x 29½" high;
extends to 90½" with 2-20" leaves
Teak top with oak legs, oil finish.

**Designer: POUL VOLTHER**
**Item No.** J-62U **Armchair**
20" x 19" x 32" high
Oak in oil finish
Yardage required, 1, 54"

***Available for residential or contract installation.***

**Item No.** CR-126F **Sidechair**
19½" x 19" x 30" high
Oak only, oil finish
Woven sisal cord seat

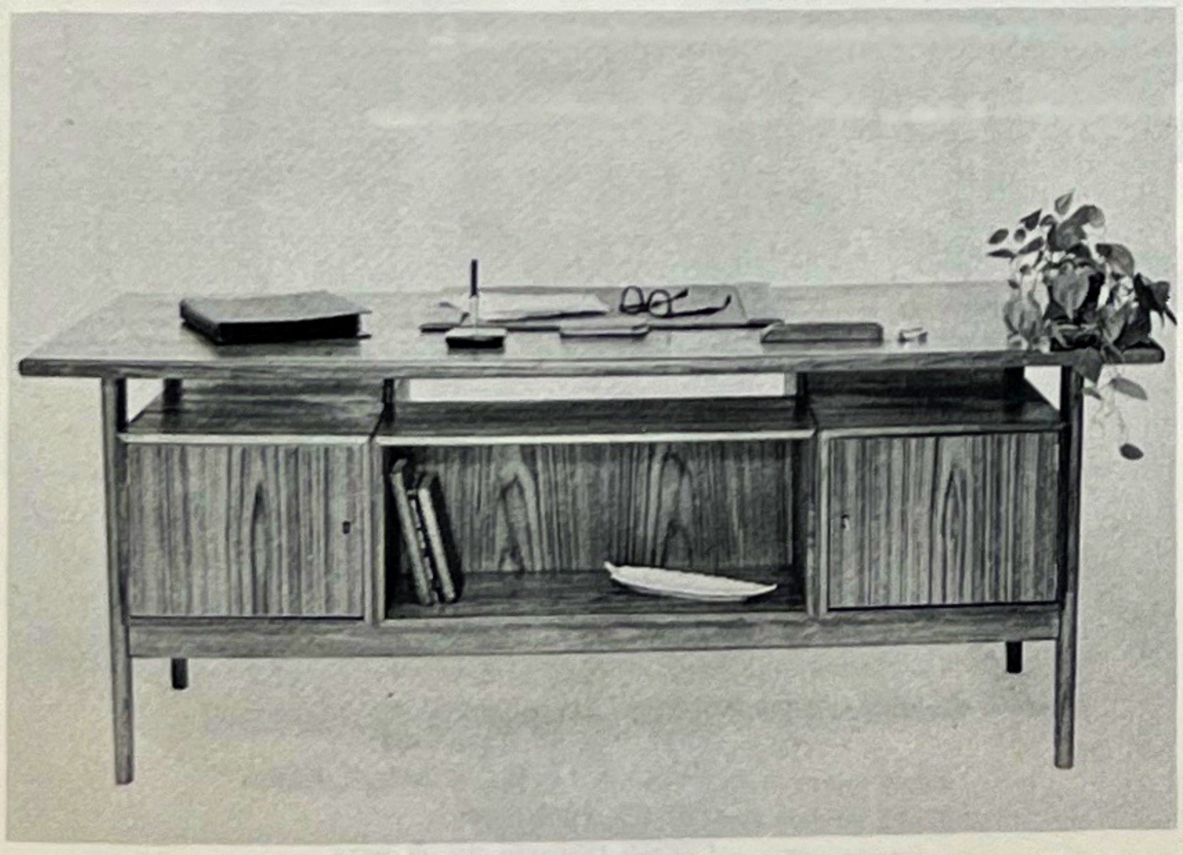
**GEORGE TANIER, INC.**
521 Madison Avenue
New York 22, New York

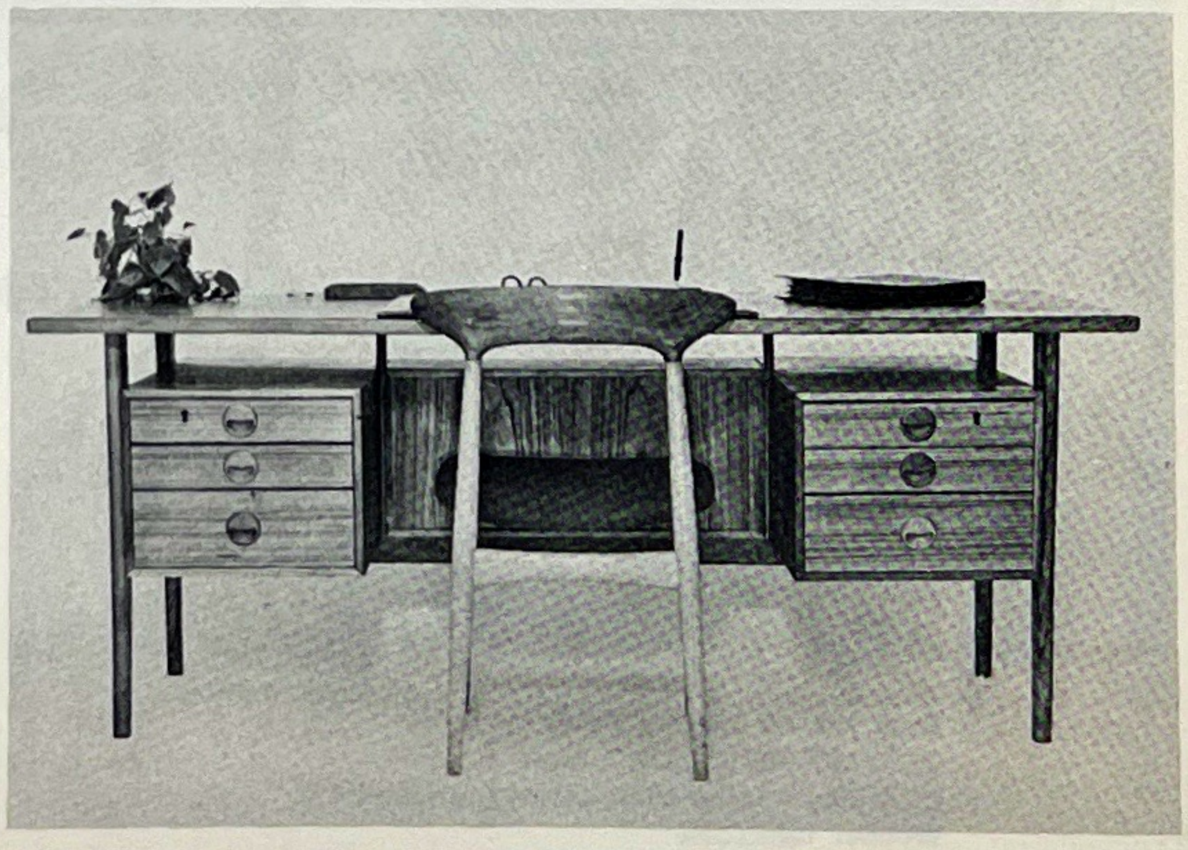


**Designer: KAI KRISTIANSEN**
**Item No.** 00-59 **Feldballe Desk**
60" long x 30½" wide.
Teak in oil finish. Floating
top over 6-drawers; 2-with lock

**Designer: KAI KRISTIANSEN**
**Item No.** 00-60 **Feldballe Desk**
53½" long x 30½" wide.
Teak in oil finish. Floating
top over 3-drawers; 1-with lock

**Available for residential or contract installation**

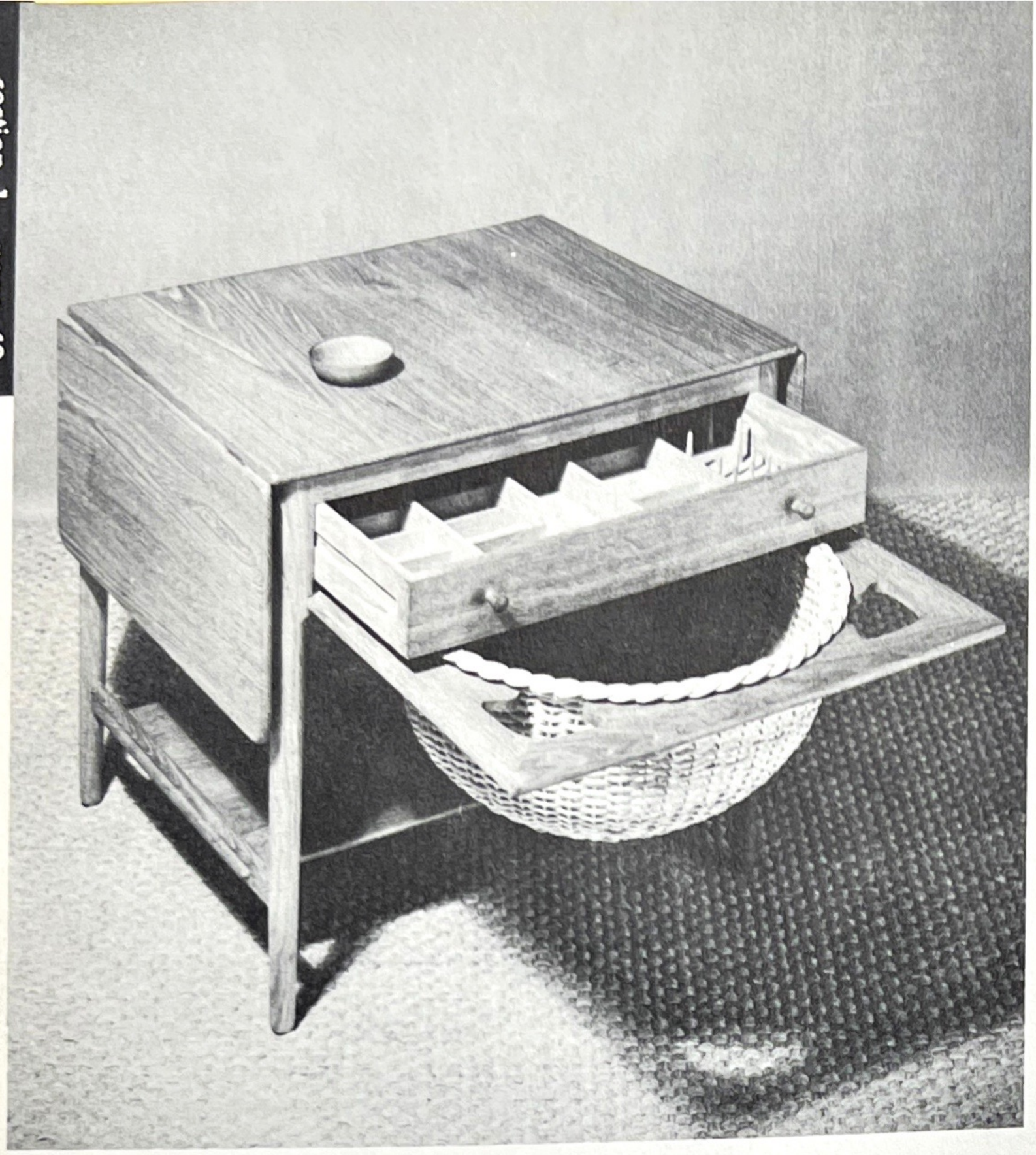




**Designer: KAI KRISTIANSEN**
**Item No.** 00-58 **Feldballe Desk**
Teak in oil finish. Floating
top over 6-drawers; 2-locked
drawers & 2-locked cabinets
71" long x 31½" wide

furniture forum

**GEORGE TANIER, INC.**
521 Madison Avenue
New York 22, New York



**Item No.** 33 **Sewing Table**
Woods: teak/oak or oak
Finish: natural oil & wax
**Approximate Retail Price:** 195.00

**Showrooms:**
**Los Angeles**—3157 Wilshire Blvd.
**Chicago**—105 East Ohio

**Item No.** 49 **Serving Table**
31" x 17-¾" x 23½", high
With (2) 6-⅝" leaves, opens to 31" x 31"
Woods: teak/oak
Finish: natural oil & wax
**Approximate Retail Price:** 125.00

**Item No.** 48 **Tea Cart**
30¼" x 17-¾" x 24¼", high
Woods: teak/oak
Finish: natural oil & wax
**Approximate Retail Price:** 115.00

**ZACHO**
3157 Wilshire Boulevard
Los Angeles 5, California

furniture forum

Designer: WALTER DORWIN TEAGUE

**Item No.** 722P-10 **Side Work Unit**
72" x 18" x 26", high; 4-drawers
Formica top; black metal base
**Approximate Retail Price:** 397.00
(With satin brass base & pulls) 432.00

**Item No.** P30-28 **Typewriter Desk**
72" x 30" x 29", high
Formica top; black metal base
**Approximate Retail Price:** 372.00
(With satin brass base & pulls) 407.00

**All tops available in Formica or wood**
**Wood on all units is walnut**
**Finishes: Hand-rubbed linseed oil**
**or lacquer finish**

**Item No.** B107 **Easy Chair**
Walnut Showood frame
Foam rubber seat & back
yardage required, 2, 50"
**Approximate Retail Price:** 190.00

**Item No.** 4000RW 39 **Conference Table**
84" x 36" x 29", high
Wood: walnut; satin brass shoes
**Approximate Retail Price:** 311.00
(Also available in other sizes)

**Showrooms:**
**New York**—160 East 56 Street
**Chicago**—6-171 Merchandise Mart
**San Francisco**—414 Jackson Square

**Available for contract installation**

**Prices quoted f.o.b. factory, Westerly, R. I.**

furniture forum

**THE ORSENIGO COMPANY, INC.**
160 East 56 Street
New York 22, New York

**Item No.** 201 **Love Seat (R or L end)**
O/A 47" x 32" x 35", high
Foam rubber zippered cushions
**Approximate Retail Price:** 234.00, **base cover**

**Item No.** 205 **Half Round Table**
O/ 42" x 21" x 16", high
Formica top & slide
**Approximate Retail Price:** 87.50

**Item No.** 206 **Floor Lamp**
O/A 18" x 18" x 60", high
Off-white linene shade
12" diameter Formica shelf
**Approximate Retail Price:** 76.50

**Item No.** 202 **High Back Arm Chair**
O/A 24" x 33" x 39", high
Foam rubber zippered cushions
**Approximate Retail Price:** 139.00, **base cover**

**Item No.** 203 **Ottoman**
O/A 24" x 26" x 15½", high
Foam rubber zippered cushion
**Approximate Retail Price:** 71.00, **base cover**

**Showrooms:**
**New York**—One Park Avenue
**Grand Rapids**—Waters Building
**Boston**—90 Canal Street
**San Francisco**—26 Hotaling Place

**Prices quoted f.o.b. factory**

**WILLOW & REED, INC.**
One Park Avenue
New York 18, New York

furniture forum

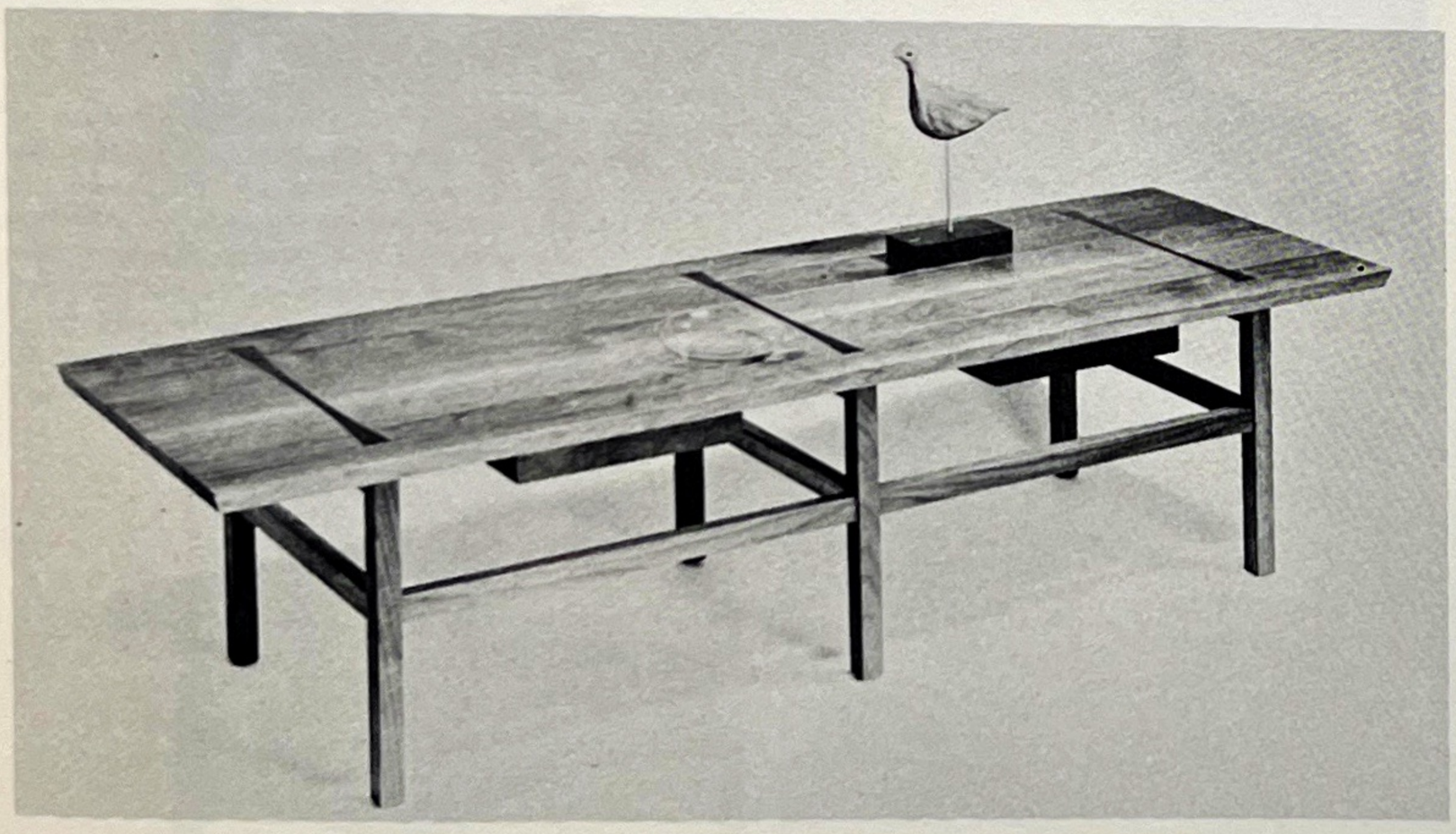
Designer: MILO BAUGHMAN

**Item No.** 2553 **End Table**
23" x 29" x 20½" high
Travertine top; 2-drawers
**Approximate Retail Price:** 236.00

**Item No.** 202 **Arm Chair**
28" x 32" x 29" high
Yardage required, 6, 54"
**Approximate Retail Price:** 172.00 C.O.M.

**Item No.** 2775 **Cocktail Table**
72" x 24" x 16" high
Walnut plank top; ebony inlay
**Approximate Retail Price:** 279.00

**Item No.** 3550 **Desk/Bookcase**
48" x 10⅞" x 93¼" high
Frame: ⅞" steel tube, tapered
Desk: 48" x 15" x 15"
**Approximate Retail Price:** 1038.00 **complete**



**Prices quoted f.o.b. factory**

**Available for residential or contract installation**

**Showrooms:**
**Chicago**—Merchandise Mart
**New York**—305 East 63 Street
**Dallas**—Decorative Center

furniture forum

**ARCH GORDON COMPANY, INC.**
2500 North Bosworth Street
Chicago 14, Illinois

**Item No.** 902½ **Swivel Chair**
Seat, 19½", W. x 20", D; back 18½", H.
Width between arms, 20"'

**Available for contract installation**

**Item No.** 901 **Side Leg Chair**
Seat, 18-¾", W. x 18", D; back, 18", H.

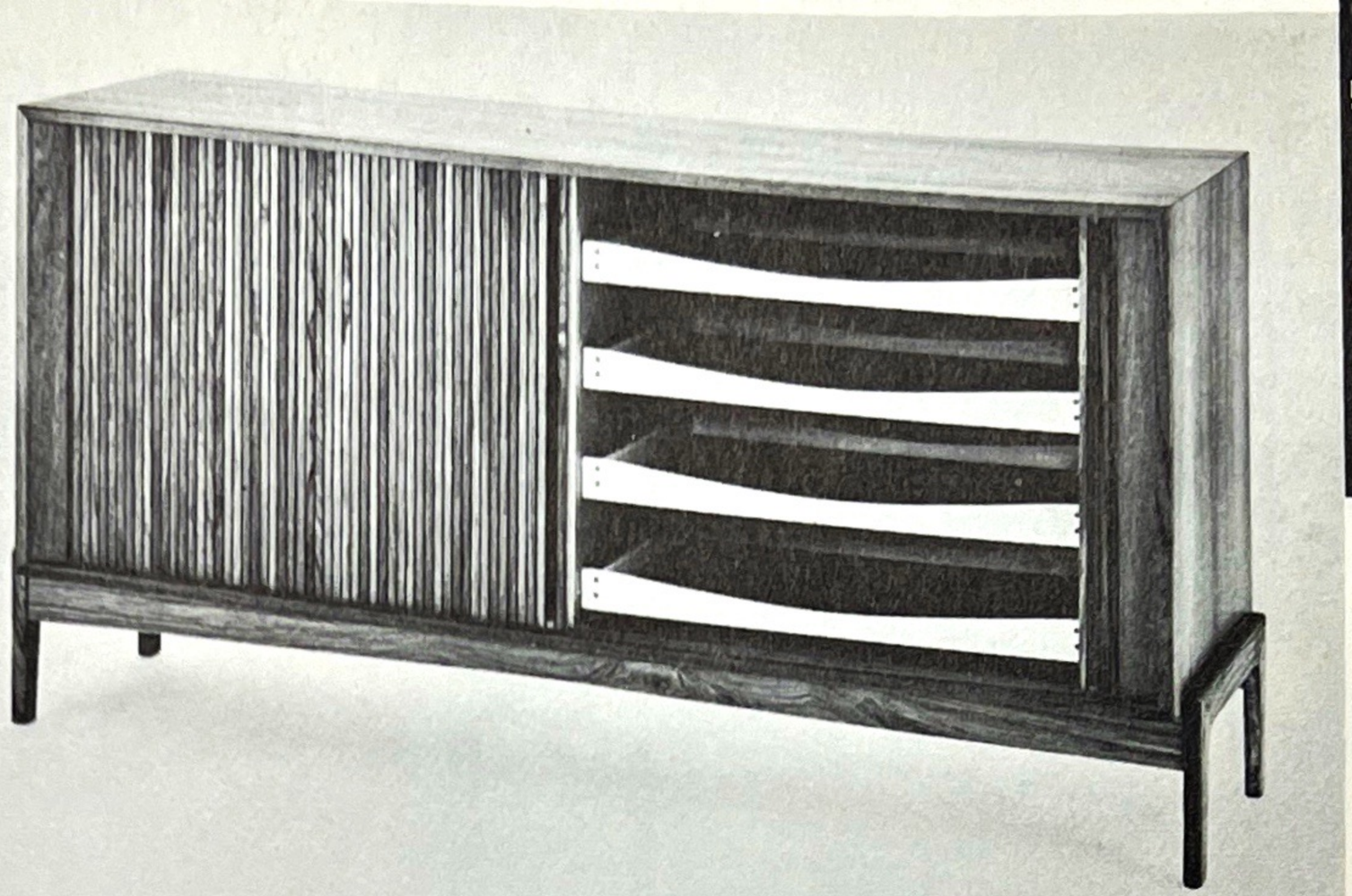
**Prices available upon request**

**Item No.** 904½ **Executive Posture Chair**
Seat, 19½", W. x 19", D;
Adjustable back, 17" to 18½", high
Width between arms 20"

**Item No.** 902 **Arm Chair**
Seat, 19½", W. x 20", D; back 18½", H.
Width between arms, 20"

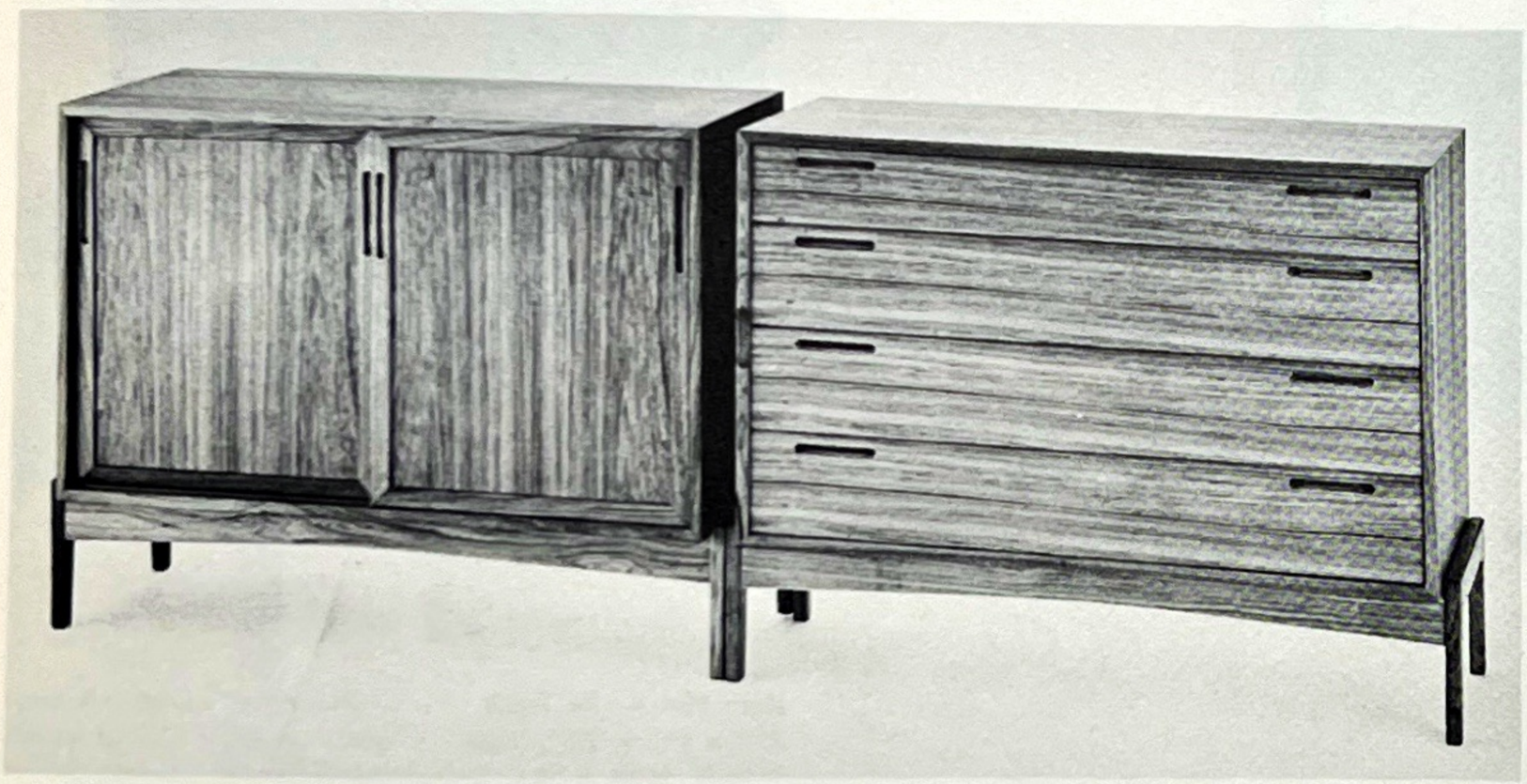
**B. L. MARBLE CHAIR COMPANY**
Bedford, Ohio

**Distributors for Georg Jensen Inc.**



**Item No.** 57-112 **Cabinet**
O/A 17½" x 59" x 31½", high
Height of base, 8"
Wood: teak; Tambour front
**Approximate Retail Price:** 315.00

**From the LUNNING COLLECTION OF FURNITURE**



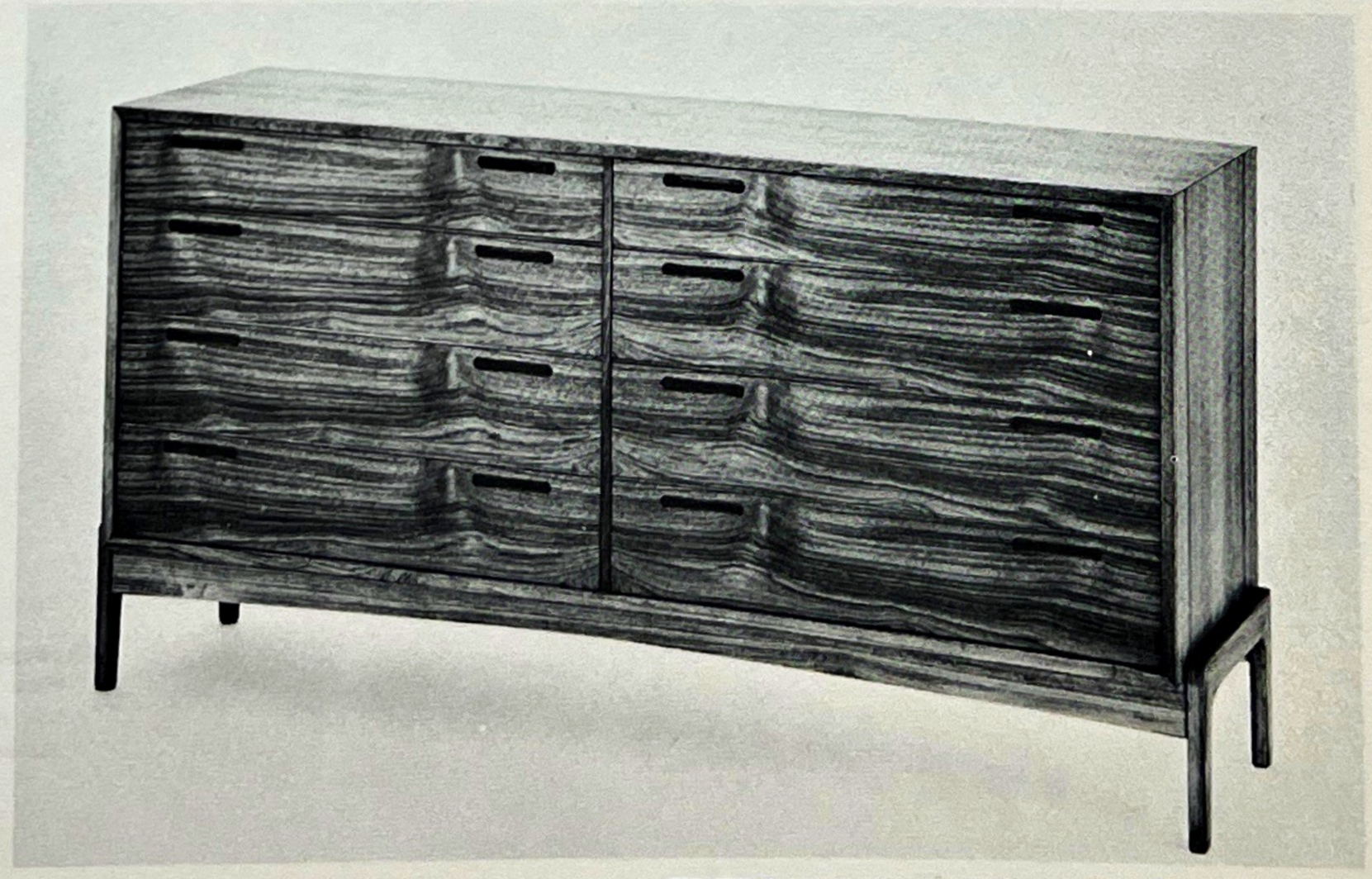
**Designer: JOHANNES ANDERSEN**

**Item No.** 57-108 **Cabinet**
O/A 17½" x 39½" x 31½", high
Height of base, 8"
Wood: teak; sliding doors
**Approximate Retail Price:** 195.00

**Item No.** 57-107 4-drawer **Cabinet**
O/A 17½" x 39½" x 31½", high
Height of base, 8"
Wood: teak
**Approximate Retail Price:** 225.00

**Series includes a group of correlated units that can be put together to serve any number of functions. Pieces include four, five and seven drawer chests; cabinets in two lengths with drawers; cabinets with sliding doors and interior trays; cabinets with tambour fronts in combination with drawers. For other Andersen cabinets, see FURNITURE FORUM, Volume 8 #1, Section 1-page 16.**

**Prices quoted f.o.b. New York warehouse**



**Item No.** 57-110 **8-Drawer Cabinet**
O/A 17½" x 59" x 31½", high
Height of base, 8"
Wood: Teak
**Approximate Retail Price:** 300.00

**Showrooms:**
**New York**—667 Fifth Avenue
**Los Angeles**—633 North La Cienega Blvd.
**Atlanta**—1013 W. Peachtree, N.E.

furniture forum

**FREDERIK LUNNING INC.**
667 Fifth Avenue
New York 22, New York

**Item No.** 9-101 **Console Table**
Closed: 24" x 39" x 28½", high
Open: 48" x 39" x 28½",high
Woods: teak & oak
**Approximate Retail Price:** 125.00

**Prices quoted f.o.b. New York warehouse**

**Item No.** 9-109 **Side Chair**
16½" x 19½" x 29¼", high
Wood: oak
Yardage required; ½
**Approximate Retail Price:** 63.00, **muslin**

**Distributors for Georg Jensen Inc.**

**From the LUNNING COLLECTION OF FURNITURE**

**Designer: BORGE MORGENSEN**
**Item No.** 9-102 **Dining Table**
Closed: 24" x 39" x 28½", high
Open: 30" x 96"; 2-drop leaves
Woods: teak top & oak legs
**Approximate Retail Price:** 210.00

**Item No.** 9-104 **Desk**
29" x 59" x 28", high
Woods: teak & oak; 2-drawers
**Approximate Retail Price:** 165.00

**Showrooms:**
**New York**—667 Fifth Avenue
**Los Angeles**—633 North La Cienega Blvd.
**Atlanta**—1013 W. Peachtree, N.E.

**FREDERIK LUNNING INC.**
667 Fifth Avenue
New York 22, New York

furniture forum

Designer: **HANS WEGNER**

**Item No.** 56-104 (3)-**Seat Sofa**
70" x 30" x 27½", high
Wood: natural waxed oak
Yardage required; 7
**Approximate Retail Price:** 325.00, **muslin**
Also available in 49" (2)-seat sofa
Yardage required; 4-2/3
**Approximate Retail Price:** 230.00, **muslin**

**Prices quoted f.o.b. New York warehouse**

**From the LUNNING COLLECTION OF FURNITURE**

**Item No.** 56-106 **Lounge Chair**
20½" x 27" x 30", high
Wood: natural waxed oak
Yardage required; 2½
**Approximate Retail Price:** 130.00, **muslin**

**Item No.** 56-107 **Ottoman**
22-¾" x 17" x 14-¾", high
Wood: Natural waxed oak
Yardage required; 1-1/3
**Approximate Retail Price:** 55.00, **muslin**

**Item No.** 56-102 (4)-**Seat Sofa**
92" x 29" x 29", high
Loose seat and back cushions
Upholstered arms
Wood: natural waxed oak
Yardage required; 10
**Approximate Retail Price:** 450.00, **muslin**
Also available in (3)-seat sofa
79" x 29" x 29", high
Yardage required; 7
**Approximate Retail Price:** 375.00, **muslin**

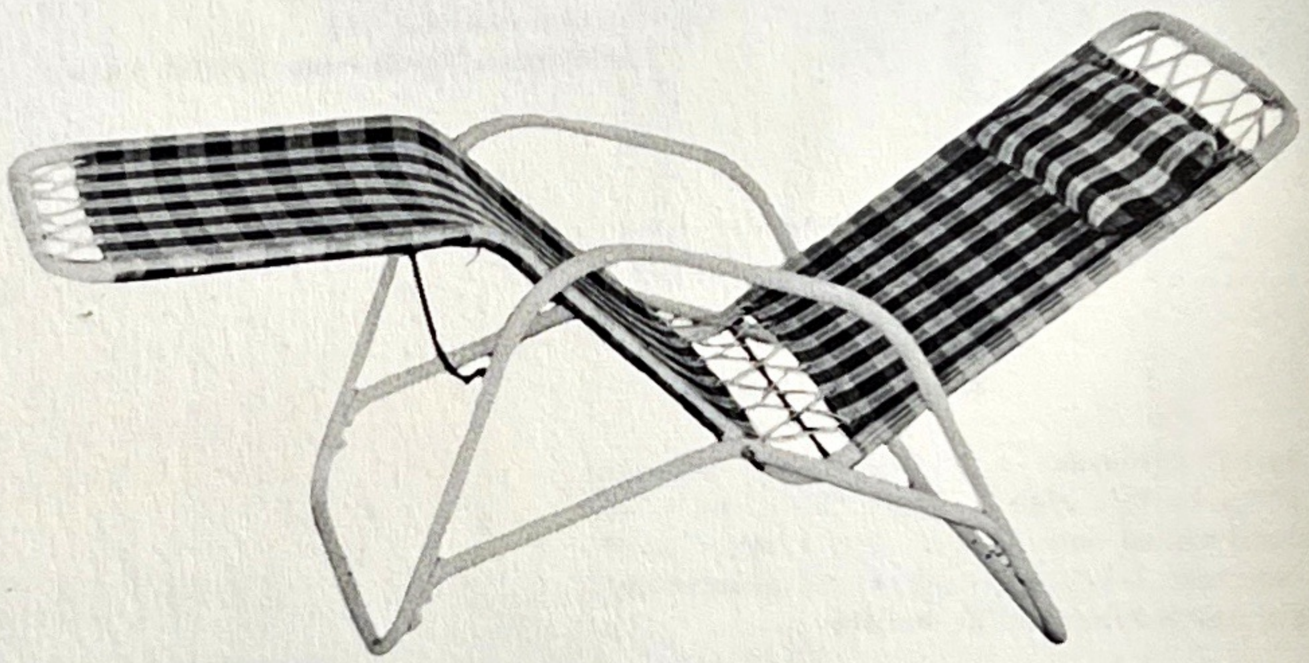
**Showrooms:**
**New York**—667 Fifth Avenue
**Los Angeles**—633 North La Cienega Blvd.
**Atlanta**—1013 W. Peachtree, N.E.

furniture forum

**FREDERIK LUNNING INC.**
667 Fifth Avenue
New York 22, New York

**All aluminum furniture is fitted with solid brass hardware.**

**Available for contract installations.**
**Write for new catalog and price list.**



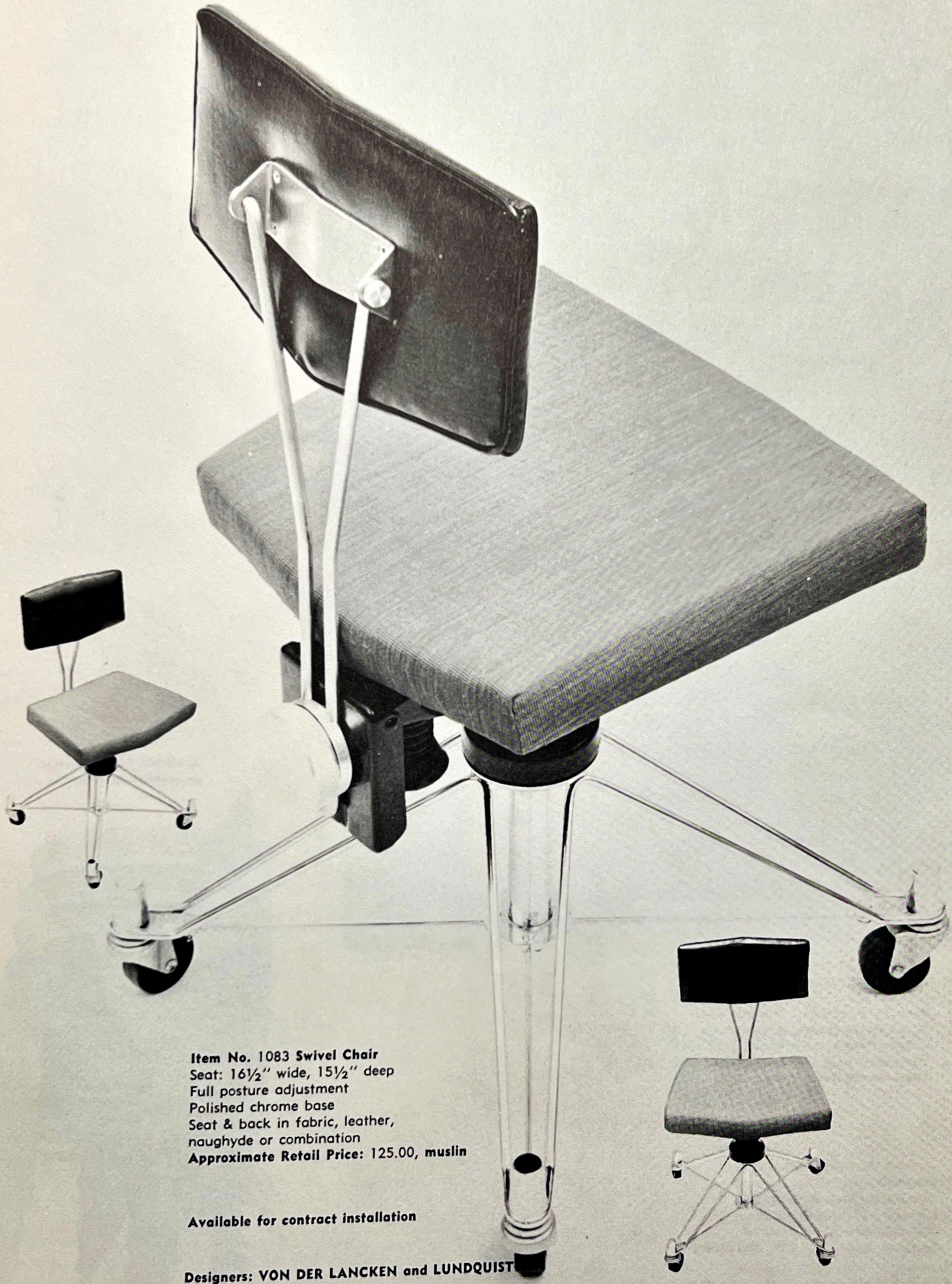
**Item No.** TL20 **Troyloafer**
2-position contour chair; tubular steel frame in white, turquoise, pink or black
**Approximate Retail Price:** 35.00, **base fabric**

**Showrooms:**
New York
Chicago
Boston
San Francisco
Dallas
Mexico City

**Item No.** A44 **Lounge Chair**
Same as A43 except: 28" O/A height

**Item No.** A43 **Dining Arm Chair**
O/A 18½" x 17" x 31", high
Gold anodized aluminum frame; imported rattan seat & back
**Approximate Retail Price:** 35.00

**THE TROY SUNSHADE COMPANY**
Troy, Ohio



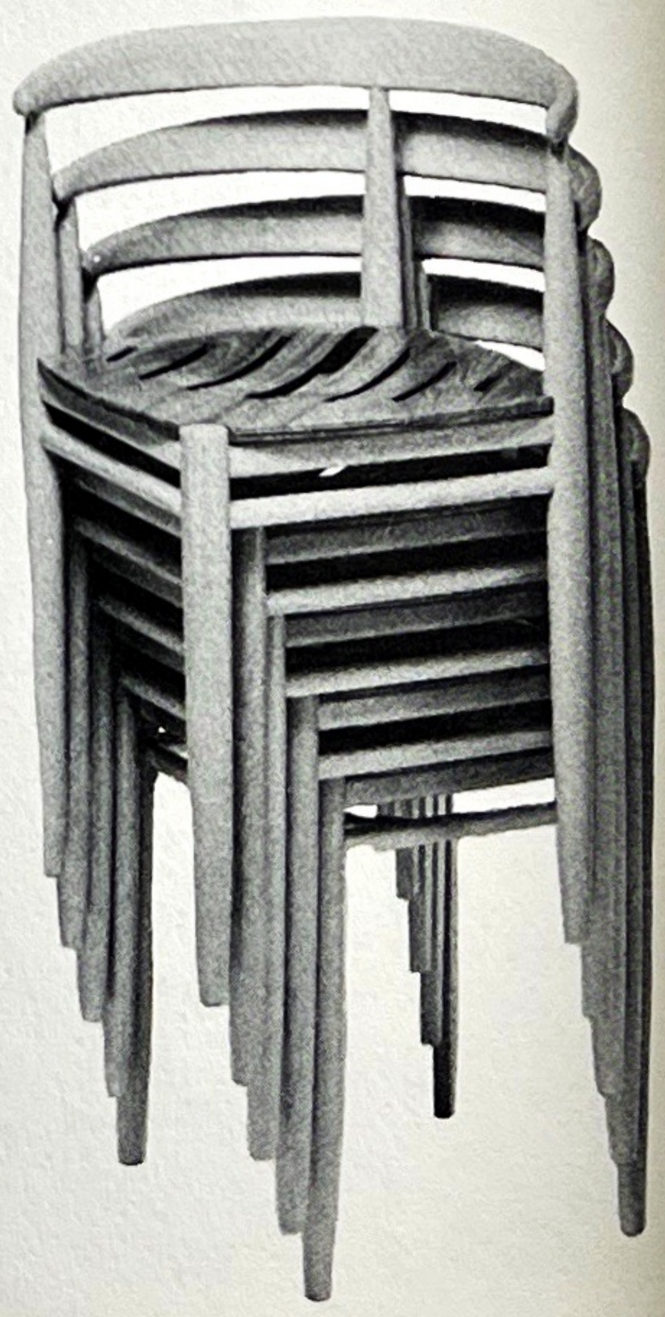
**Item No.** 1083 **Swivel Chair**
Seat: 16½" wide, 15½" deep
Full posture adjustment
Polished chrome base
Seat & back in fabric, leather,
naughyde or combination
**Approximate Retail Price:** 125.00, **muslin**

**Available for contract installation**

**Designers: VON DER LANCKEN and LUNDQUIST**

**LEHIGH FURNITURE CORPORATION**
16 East 53 Street
New York 22, New York

**Available for residential or contract installation**



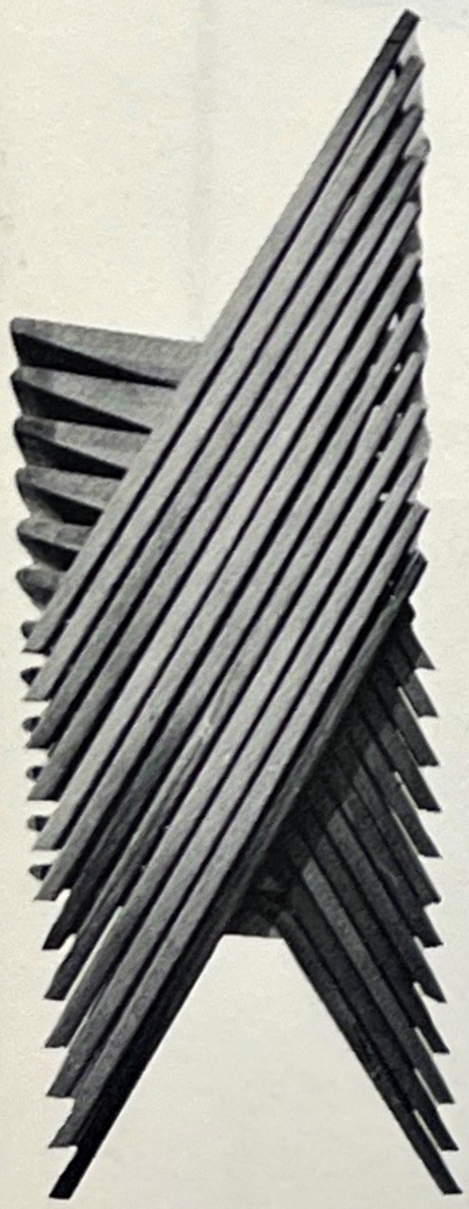
**Item No.** A-138/913 **Stacking Chair**
Wood: beech frame, black seat, or
Ginger stained beech frame, teak seat
Seat: 20½" x 20½" x 18", high; O/A 28½" H.
**Approximate Retail Price:** 49.00

**Showrooms:**
**New York**—One Park Avenue
**Chicago**—325 North Wells
**Philadelphia**—2323 Chestnut
**Portland, Ore.**—917 S.W. 2nd Street

**National sales office & contract division**
**One Park Avenue, New York 10, New York**

**BERGE-NORMAN INC.**
One Park Avenue
New York 10, New York

furniture forum



**Designer: SVANTE SKOGH**
**Item No.** A-GC-3 **Stacking Chair**
Wood: beech frame, teak seat
Seat: 19½" x 22" x 17", high; O/A 33" H.
Seats may be aligned in rows with
a simple iron fastening
**Approximate Retail Price:** 32.00

**Showrooms:**
**New York**—One Park Avenue
**Chicago**—325 North Wells
**Philadelphia**—2323 Chestnut
**Portland, Ore.**—917 S.W. 2nd Street

**National sales office & contract division**
**One Park Avenue, New York 10, New York**

**BERGE-NORMAN INC.**
One Park Avenue
New York 10, New York

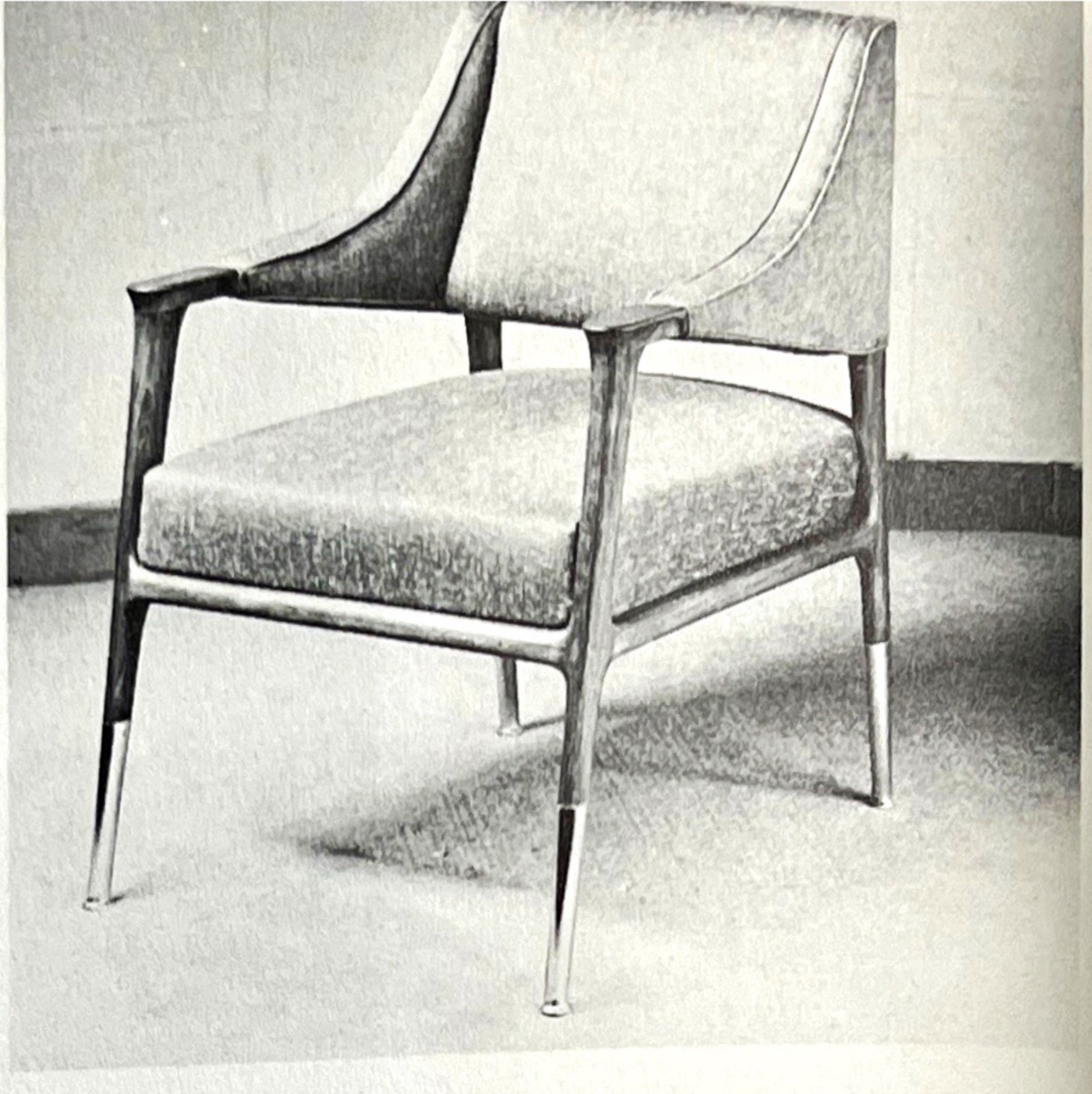
**Designer: CARLO DE CARLI**
**Item No.** 202 **Chair**
W.22½" — D.26½" — H.31½"
Wood: walnut
Yardage required, 1, 50"
**Approximate Retail Price:** 150.00, **muslin**

**Designer: GIO PONTI**
**Item No.** 212 **Arm Chair**
W.22½" — D.22" — H.33½"
Wood: walnut
Yardage required, 1, 50"
**Approximate Retail Price:** 142.00, **muslin**

**Prices quoted f.o.b. factory**

**Available for residential or contract installation**


**M. SINGER & SONS**
36 East 19 Street
New York 3, New York

**Designer: LEIGH ALLAN**
**Item No.** 207 **Conference Table Chair**
W.25¼" — D.30¼" — H.32½"
Wood: walnut; solid brass ferrules
Yardage required, 2-¾, 50"
**Approximate Retail Price:** 234.00, **muslin**

**Designer: SINGER DESIGN GROUP**
**Item No.** 226 **Chair**
W.21½" — D.22½" — H.31"
Metal or wood legs
**Approximate Retail Price:**
**Covered in our special fabric selection,** 134.00

**Showrooms:**
**New York**
**Chicago**
**Cleveland**
**Dallas**
**Boston**
**San Francisco**
**Los Angeles**

furniture forum

**Designer: CARLO DE CARLI**
**Item No.** 202 **Chair**
W.22½" — D.26½" — H.31½"
Wood: walnut
Yardage required, 1, 50"
**Approximate Retail Price:** 150.00, **muslin**

**Designer: GIO PONTI**
**Item No.** 212 **Arm Chair**
W.22½" — D.22" — H.33½"
Wood: walnut
Yardage required, 1, 50"
**Approximate Retail Price:** 142.00, **muslin**

**Prices quoted f.o.b. factory**

**Available for residential or contract installation**

**M. SINGER & SONS**
36 East 19 Street
New York 3, New York

**Designer: LEIGH ALLAN**
**Item No.** 207 **Conference Table Chair**
W.25¼" — D.30¼" — H.32½"
Wood: walnut; solid brass ferrules
Yardage required, 2-¾, 50"
**Approximate Retail Price:** 234.00, **muslin**

**Designer: SINGER DESIGN GROUP**
**Item No.** 226 **Chair**
W.21½" — D.22½" — H.31"
Metal or wood legs
**Approximate Retail Price:**
**Covered in our special fabric selection,** 134.00

**Showrooms:**
**New York**
**Chicago**
**Cleveland**
**Dallas**
**Boston**
**San Francisco**
**Los Angeles**

furniture forum

**Item No.** 708 **Table**
Diameter, 26"; height, 22"
**Approximate Retail Price:** 105.00

**Item No.** 707 **Table**
31" x 31" x 15½" high
**Approximate Retail Price:** 130.00

**Item No.** 714 **Table Bench**
60" x 18" x 14½" high
Slotted wood apron for
fastening cushions
**Approximate Retail Price:** 160.00

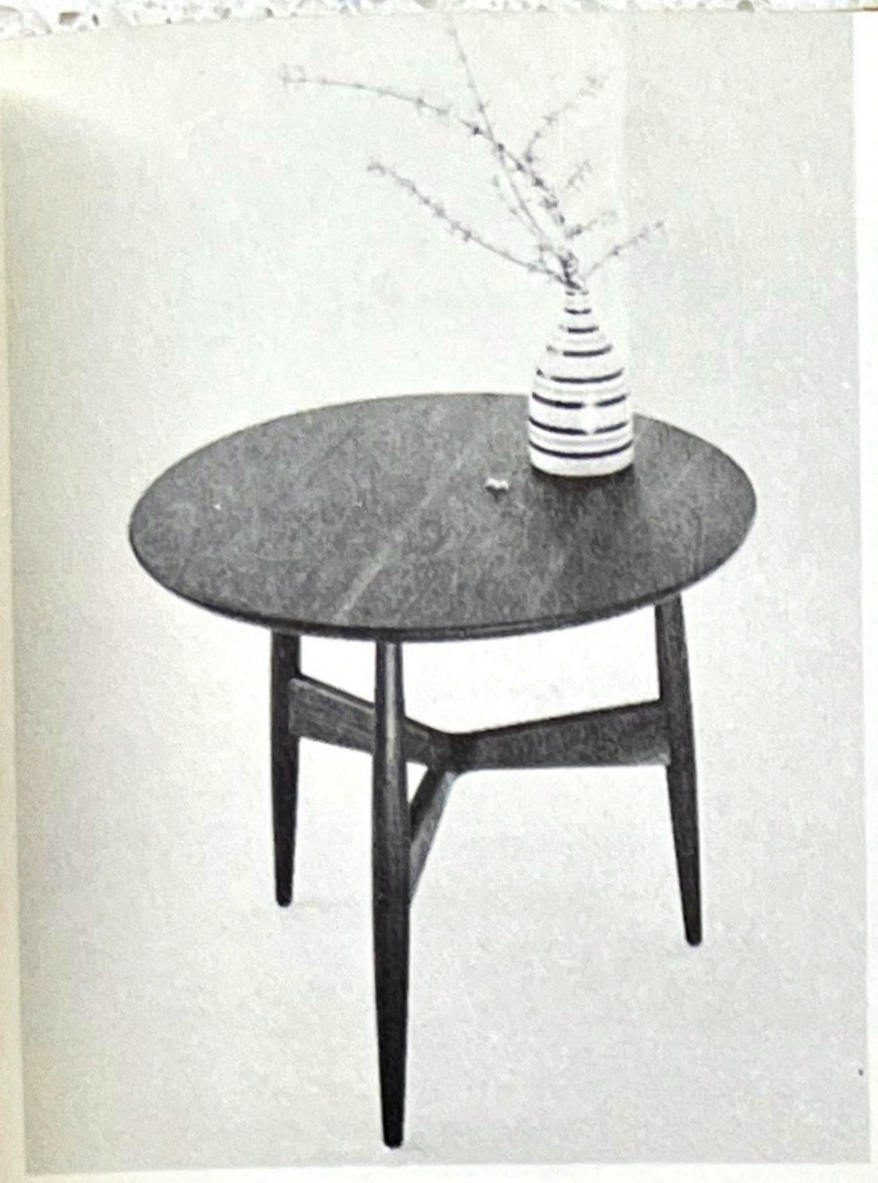
**Item No.** 703 **Coffee Table**
54" x 24" x 15½" high
**Approximate Retail Price:** 165.00

**Designer: I. LEPSELTER, I.D.I.**

**Wood is natural walnut with hand-rubbed oil or semi-gloss finish.**
**Tops are available with white or walnut grained Formica.**
**Foam rubber seat cushions are available in 20", 40" or 60" lengths.**

furniture forum

**DESIGN PREVIEWS INC.**
600 Madison Avenue
New York 22, New York



**Item No.** 708 **Table**
Diameter, 26"; height, 22"
**Approximate Retail Price:** 105.00

**Item No.** 707 **Table**
31" x 31" x 15½" high
**Approximate Retail Price:** 130.00

**Item No.** 714 **Table Bench**
60" x 18" x 14½" high
Slotted wood apron for
fastening cushions
**Approximate Retail Price:** 160.00

**Item No.** 703 **Coffee Table**
54" x 24" x 15½" high
**Approximate Retail Price:** 165.00

**Designer: I. LEPSELTER, I.D.I.**

**Wood is natural walnut with hand-rubbed oil or semi-gloss finish. Tops are available with white or walnut grained Formica. Foam rubber seat cushions are available in 20", 40" or 60" lengths.**

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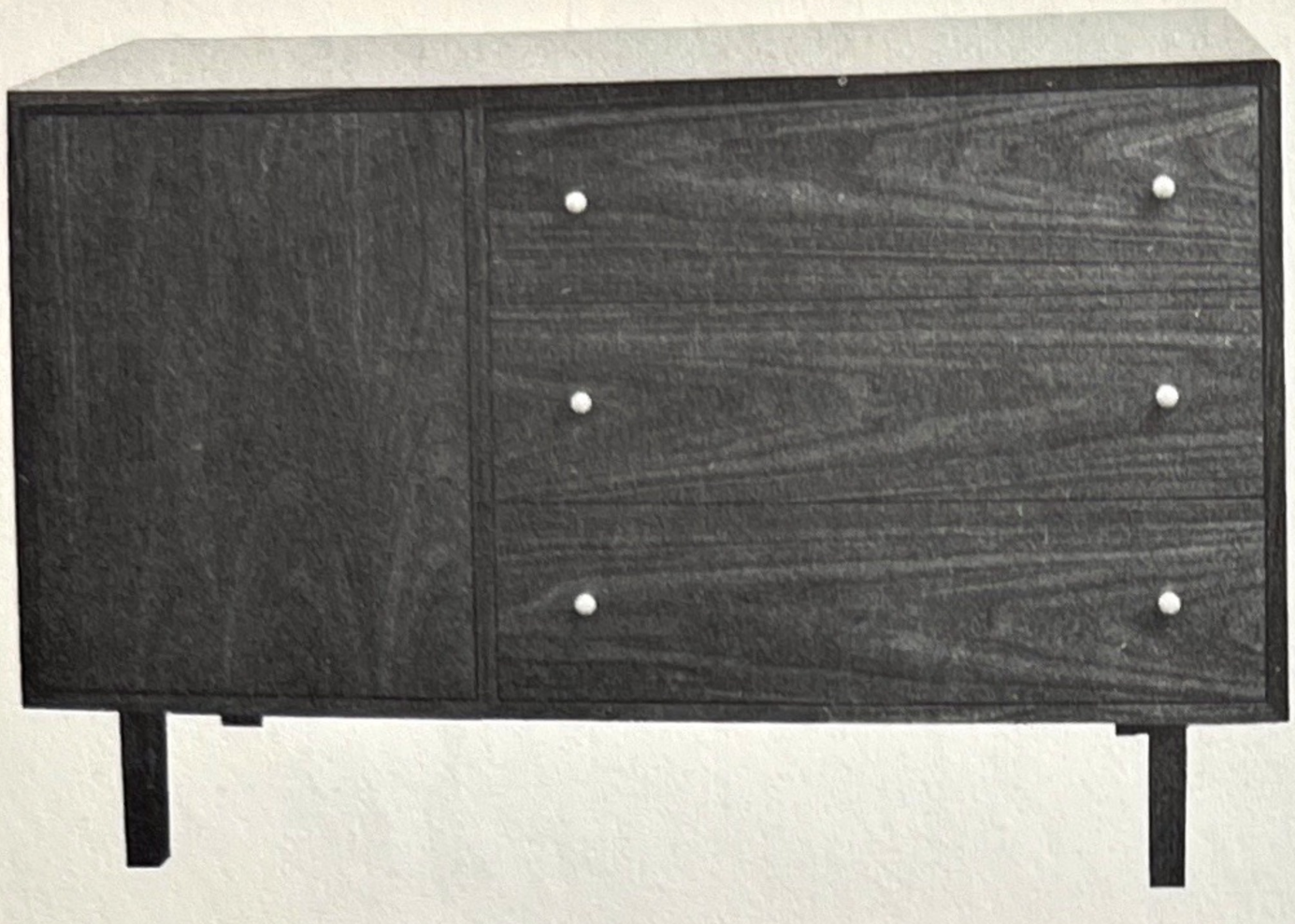
**DESIGN PREVIEWS INC.**
600 Madison Avenue
New York 22, New York



Designer: WILLIAM STEFANOV

Available for residential or contract installation

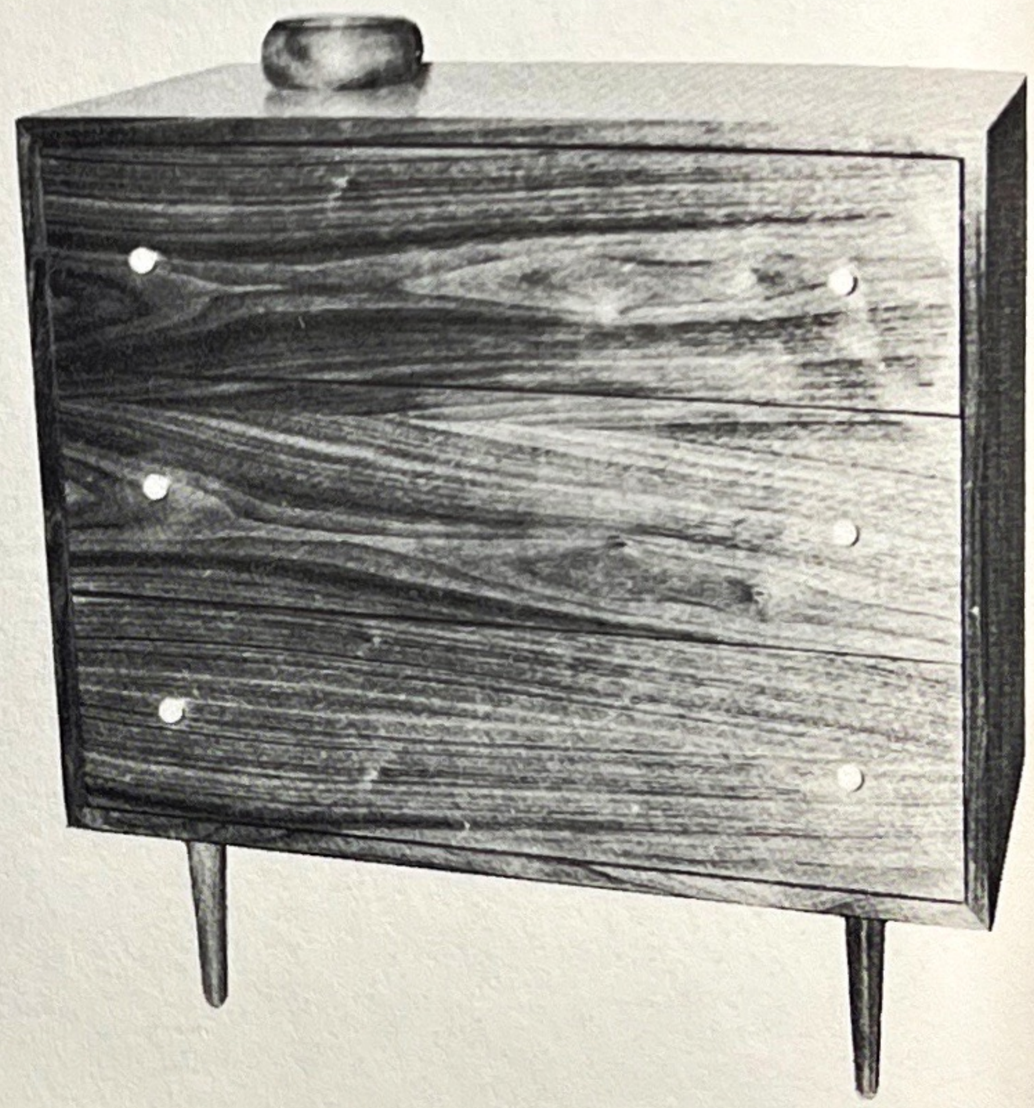
**Item No.** CD-3048 **Cabinet/Chest**
48" x 18" x 30", high
Touch-latch cabinet door
**Approximate Retail Price:** 250.00

**All chests made with lumber core shells; lock-mitered joints; FORMICA tops; plastic bottom drawers; ceramic or brass pulls.**

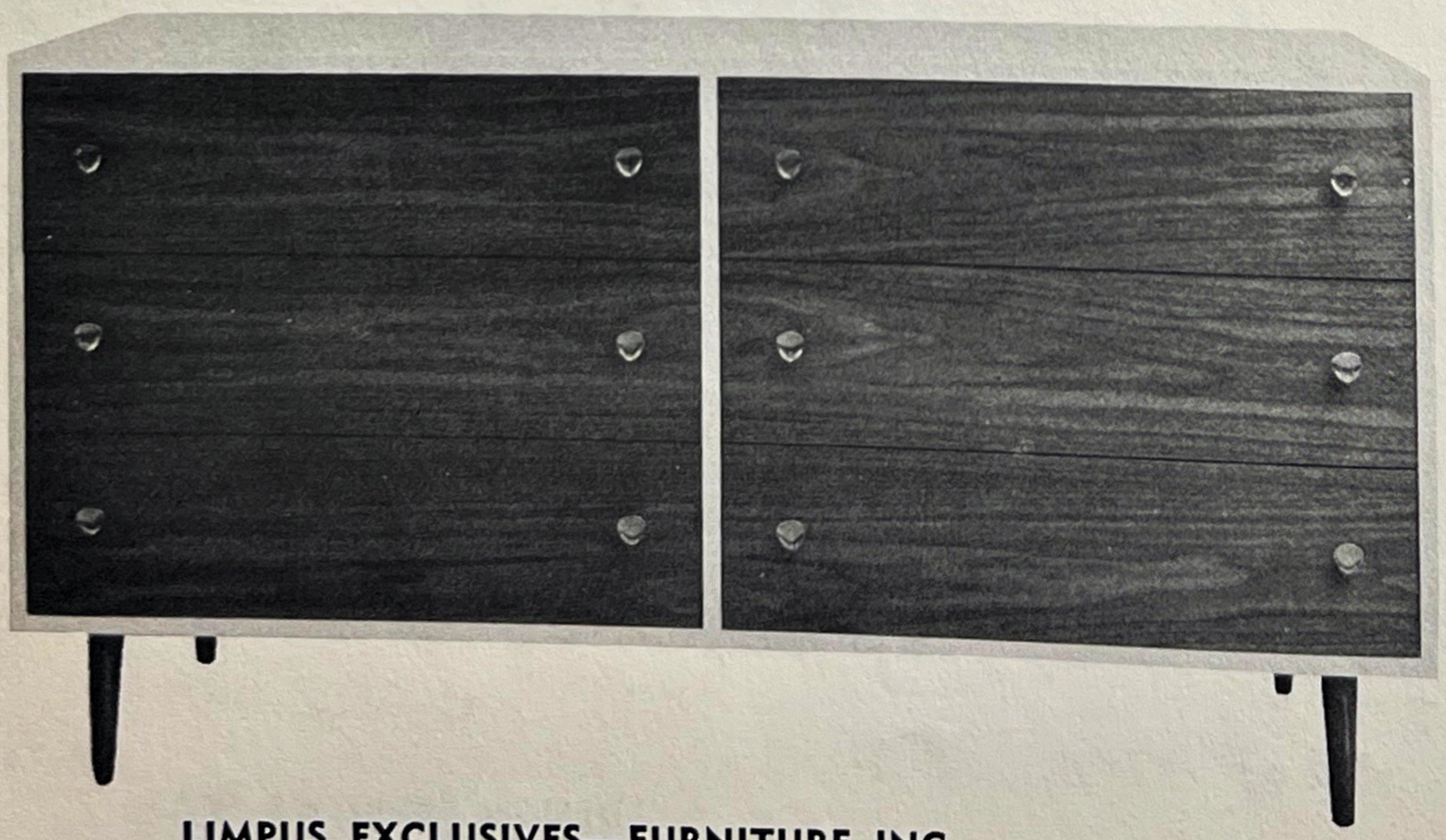
**Choice of tapered, square or round dowel legs.**

**Available in natural maple, walnut, mahogany, oak or korina. Also, oil-finished teak, all white. White cases come with natural facing on drawers.**

**Item No.** CD-3030 **Chest**
30" x 18" x 30", high
**Approximate Retail Price:** 180.00

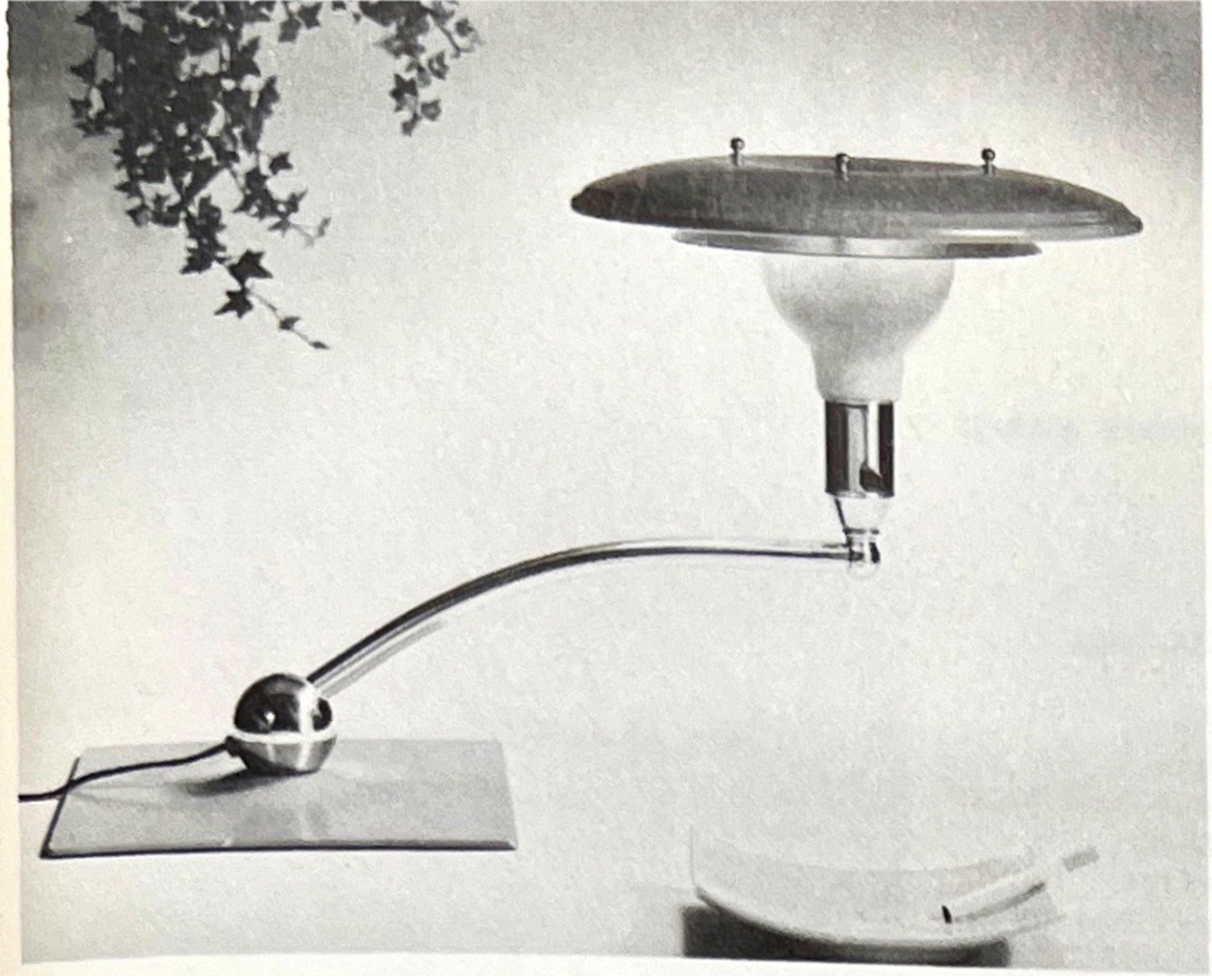


**Item No.** CD-3060 **Chest**
60" x 18" x 30", high
**Approximate Retail Price:** 340.00



**LIMPUS EXCLUSIVES—FURNITURE INC.**
428 West 75 Street
New York 21, New York

furniture forum

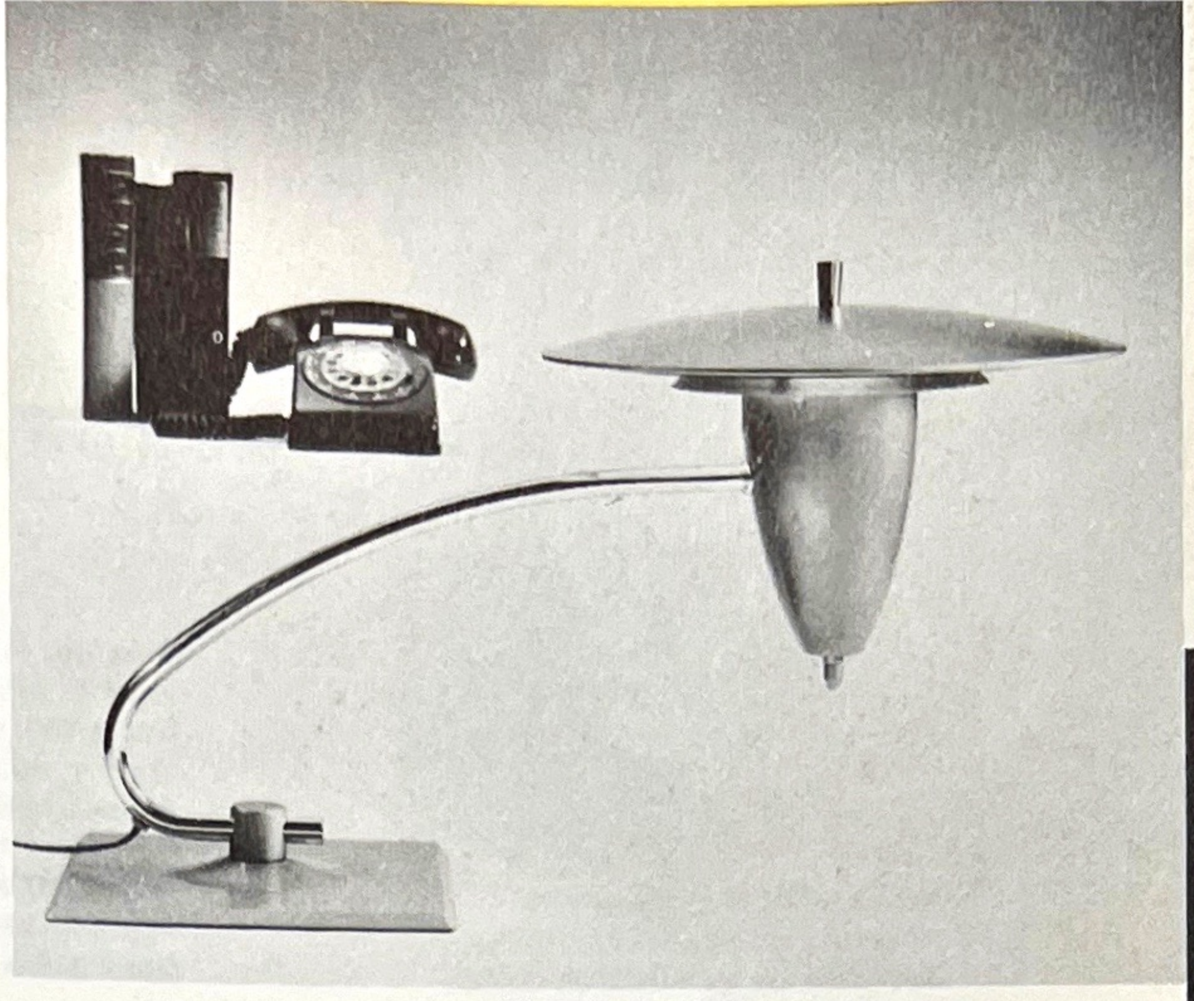


**Item No.** 1600 **Desk Light**
Solid polished brass or
satin pewter plate (brushed chrome)
Rotates 360° Wide range of colors
**Approximate Retail Price:** 28.50

**"SIGHT LIGHT" is designed and patented to give CLEAR, UNSHADOWED, DIFFUSED light.**

**Solid aluminum reflector especially etched perfectly diffuses all reflected light. Contour distributes light below eye level. Louvre protects eyes from "bulb blindness".**

**Item No.** 0600 **Desk Light**
Shade, 11¾" diameter,
base, 6' diameter, 13½" O/A H
Solid polished brass. Weighted base
Colors: citron yellow; flame red;
surf green; cocoa brown; ebony;
colonial white; blue mist
**Approximate Retail Price:** 19.50



**Item No.** EX-200 **Desk Light**
Solid polished brass or
genuine satin silver plate
combined with a wide range
of colors. Rotates 360°.
3-way, 50-100-150 watt or
1-way, 100 watt. Shade, 14"
dia. extending from 16" arm,
on 9" weighted wafer base.
O/A height, including finial, 16"
**Approximate Retail Prices:** 36.50 **brass**
38.50 **silver**

**Item No.** EX-100 **Desk Light**
Shade, 12½" diameter; base, 7"
O/A height, including finial, 16"
Solid polished brass or genuine
silver plate. Wide range of colors
**Approximate Retail Prices:** 22.50 **brass**
24.50 **silver**

**M. G. WHEELER COMPANY, INC.**
22-28 West Putnam Avenue
Greenwich, Connecticut

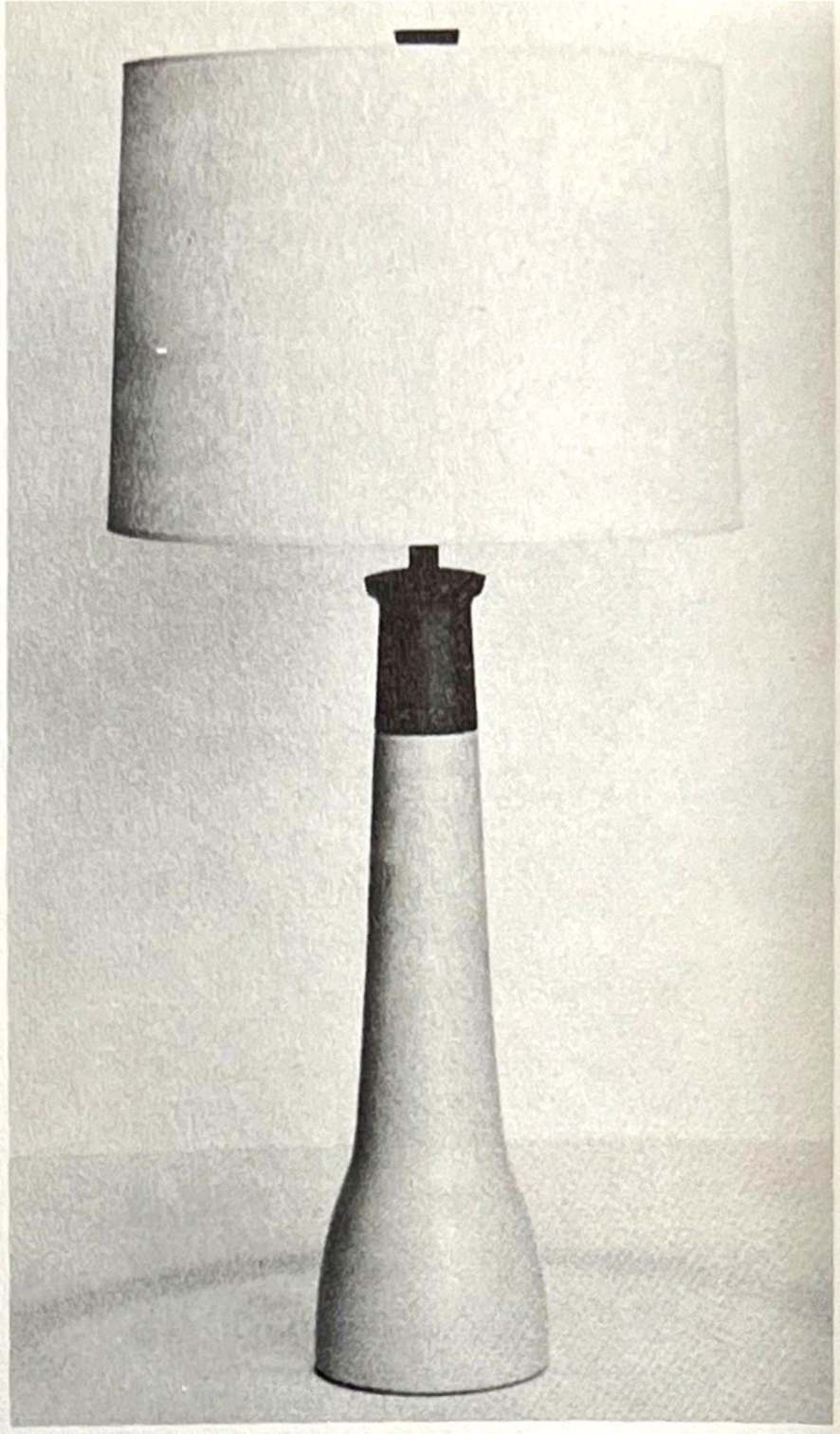
section 2 — page 4

**Item No.** P157-3 **Lamp**
Height: 31"; matte dark brown
**Approximate Retail Price:** 38.00
**Item No.** F9/B **Shade**
18" drum; strawcloth
**Approximate Retail Price:** 12.00
**Lamp & Shade complete,** 50.00

**Item No.** P164-35-FT2 **Lamp**
Height, 59"; walnut wood parts
Matte textured grey glaze
**Approximate Retail Price:** 95.00

**Designers: JANE & GORDON MARTZ**

**Item No.** M165-28 **Lamp**
Height: 34½"
Matte white glaze
Walnut wood parts
**Approximate Retail Price:** 32.00
**Item No.** F4/D **Shade**
17" drum; white linen
**Approximate Retail Price:** 19.00
**Lamp & Shade complete,** 51.00



**Item No.** M166-28 **Lamp**
Height: 33½"; matte white glaze
Walnut wood parts
**Approximate Retail Price:** 35.00
**Item No.** LP232/B **Shade**
18" drum; white peasant linen
**Approximate Retail Price:** 12.00
**Lamp & Shade complete,** 47.00

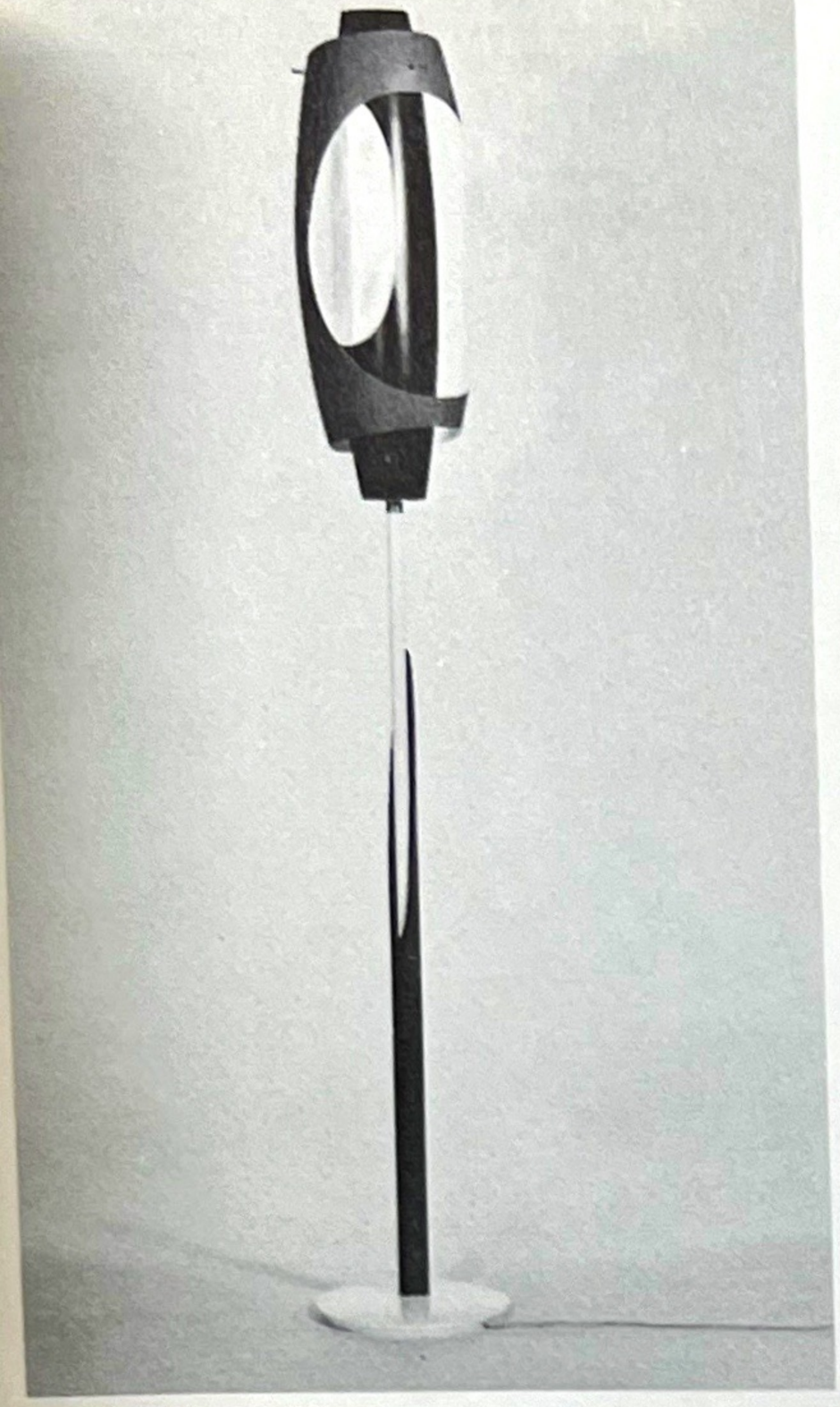
**Catalog available upon request**

**All lamps with 3-way socket**

**Item No.** LPN231/B **Shade**
18" drum; natural peasant linen
**Approximate Retail Price:** 12.00
**Lamp & Shade complete** 107.00
(Available without table) 67.00

## MARSHALL STUDIOS, INC.
Veedersburg, Indiana

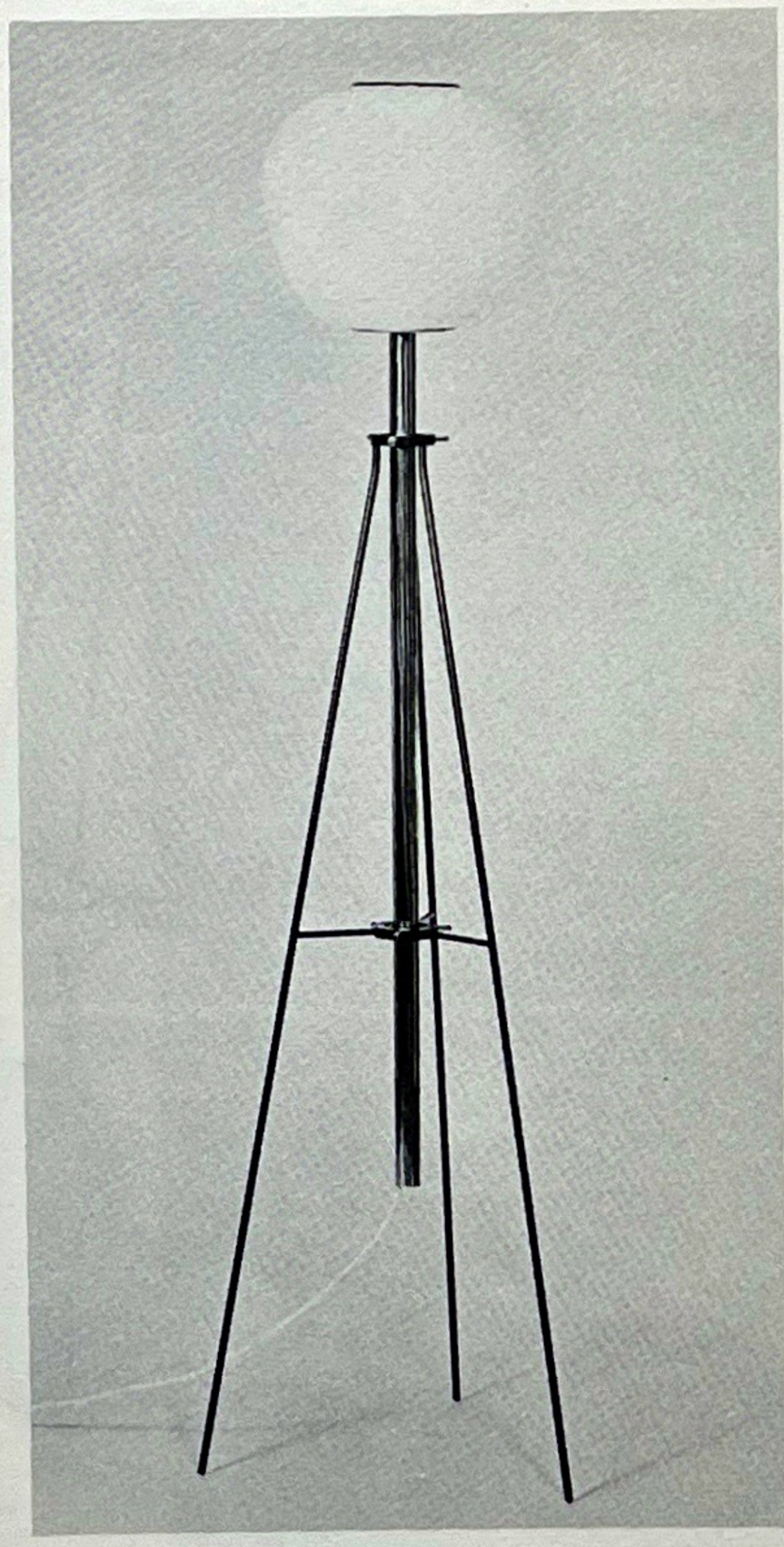
furniture forum



**Item No.** AR-12550 **Floor Lamp**
Marble base; metal stem;
(2)-adjustable metal shades;
Red & black or blue & yellow,
or custom colors. O/A height, 78"
**Approximate Retail Price:** 250.00

**Item No.** AR-12400 **Desk Lamp**
Marble base; leather stem;
Adjustable black or red
metal shade; O/A height, 12½"
**Approximate Retail Price:** 85.00

**Item No.** AR-12558 **Floor Lamp**
Black iron legs; brass stem;
frosted glass shade; O/A height, 58"
**Approximate Retail Price:** 165.00

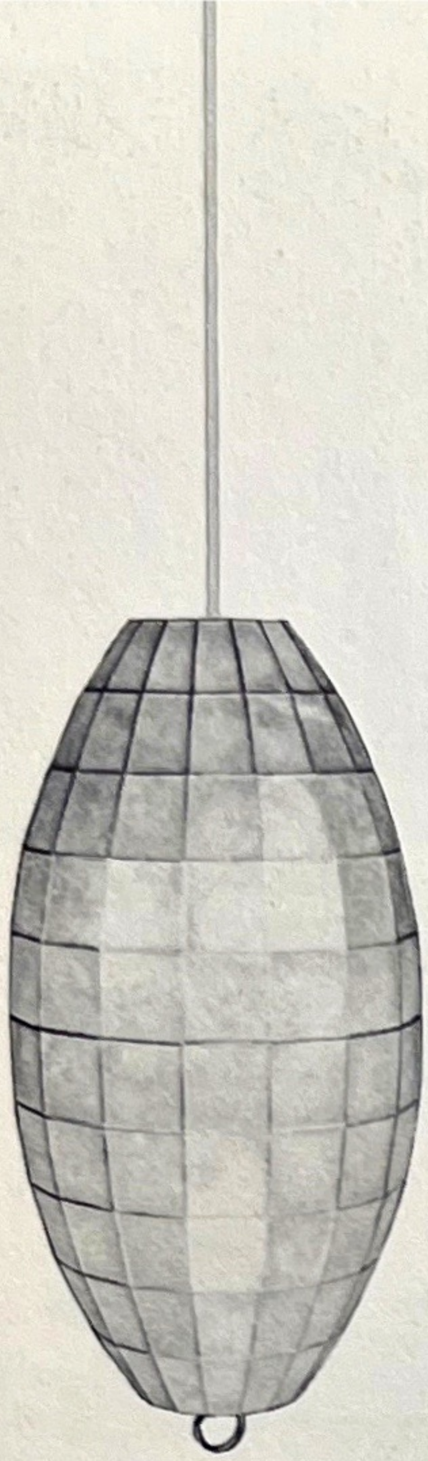


**Item No.** AR-12509 **Table Lamp**
Brass & frosted glass, self-contained;
reversible electrical housing unit,
resting on brass legs; black, white or
red metal shade. 18" or 23" high
**Approximate Retail Price:** 75.00

**Available for residential or contract installation**

**ALTAMIRA**
125 East 55 Street
New York 22, New York

furniture forum



**Item No. 8011 Ceiling Hung Fixture**

**Catalog available upon request**

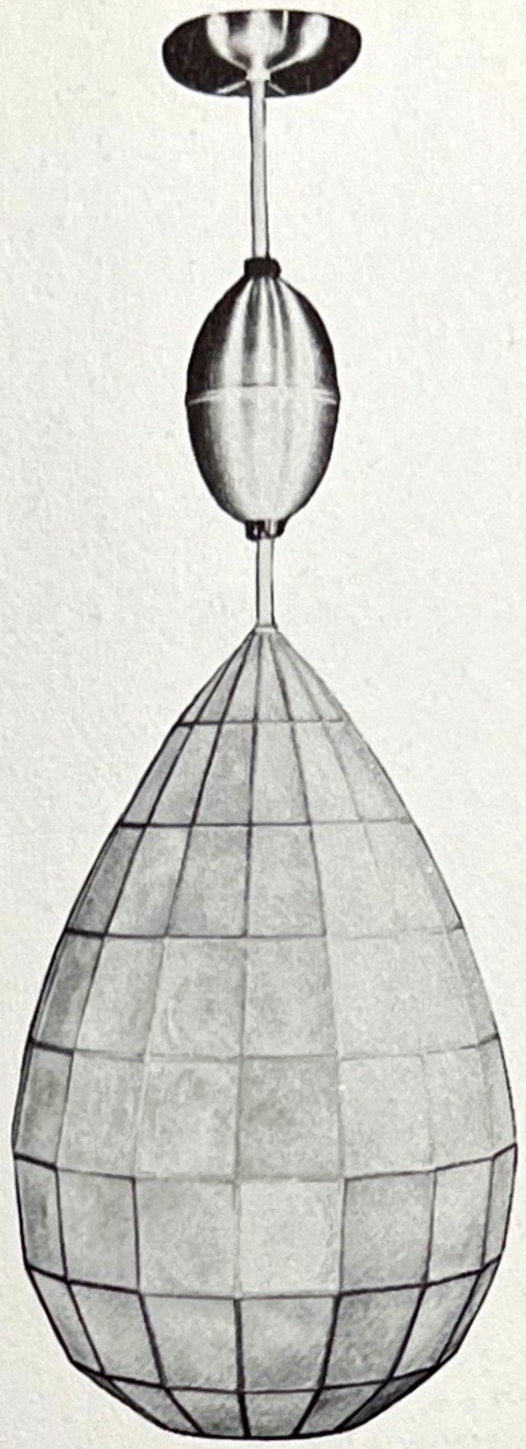
**Available for residential or contract installation**

**All units available in brushed brass, brushed aluminum or H&G colors.**

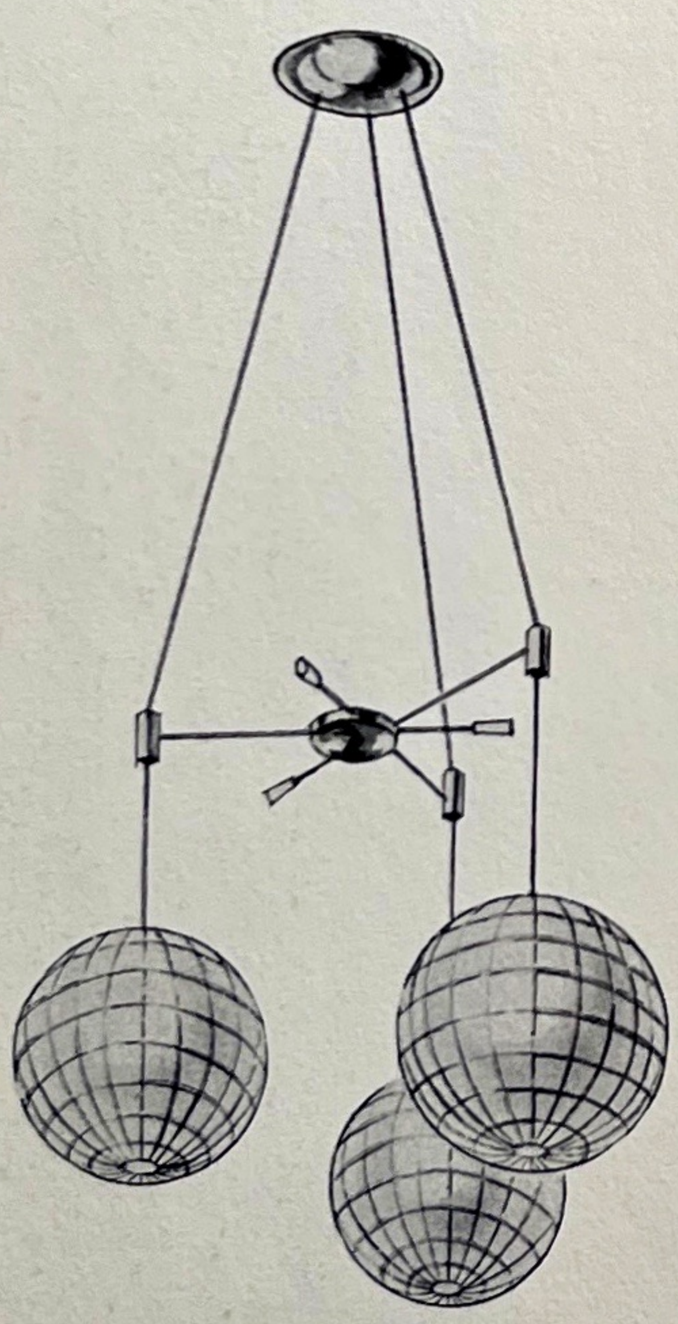
**All shades are standard with natural shell & pewter leading. Other finishes or combination of finishes available at slight additional cost.**

| Leading finishes | Shell finishes |
|---|---|
| Pewter | Natural |
| Gold | Amber tint |
| Black | Pink tint |

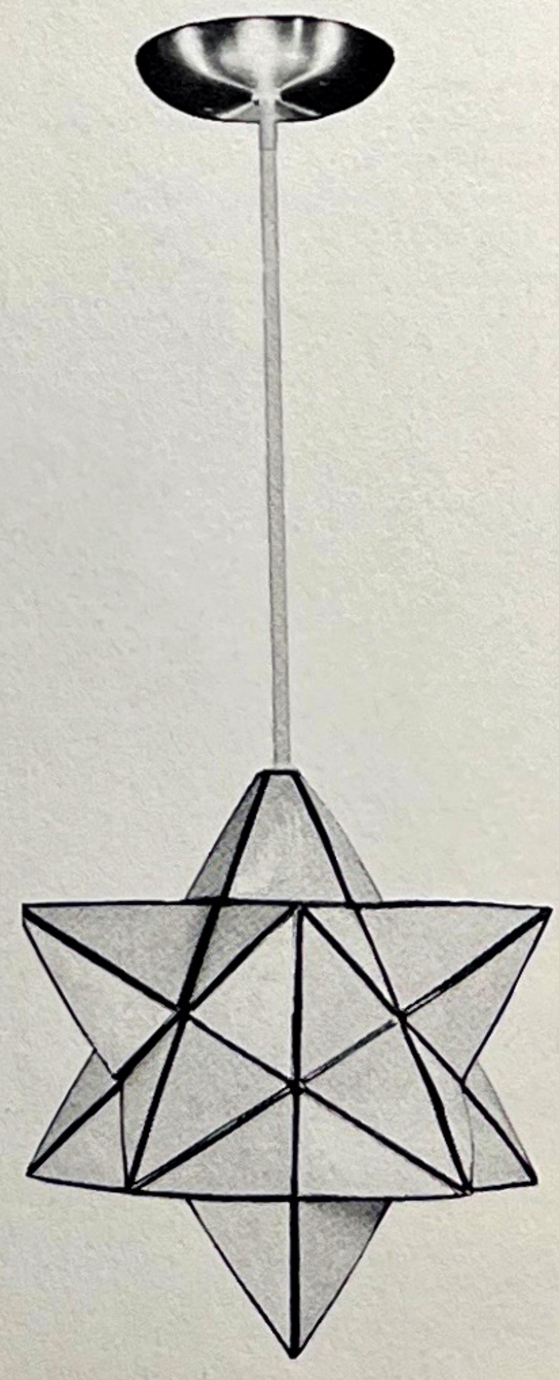
**Prices quoted upon request**



**Item No. 8016 Ceiling Fixture**
Natural shell & pewter leading
White cord & brushed aluminum canopy
for 36" O/A suspension



**Item No. 8037 Ceiling Fixture**

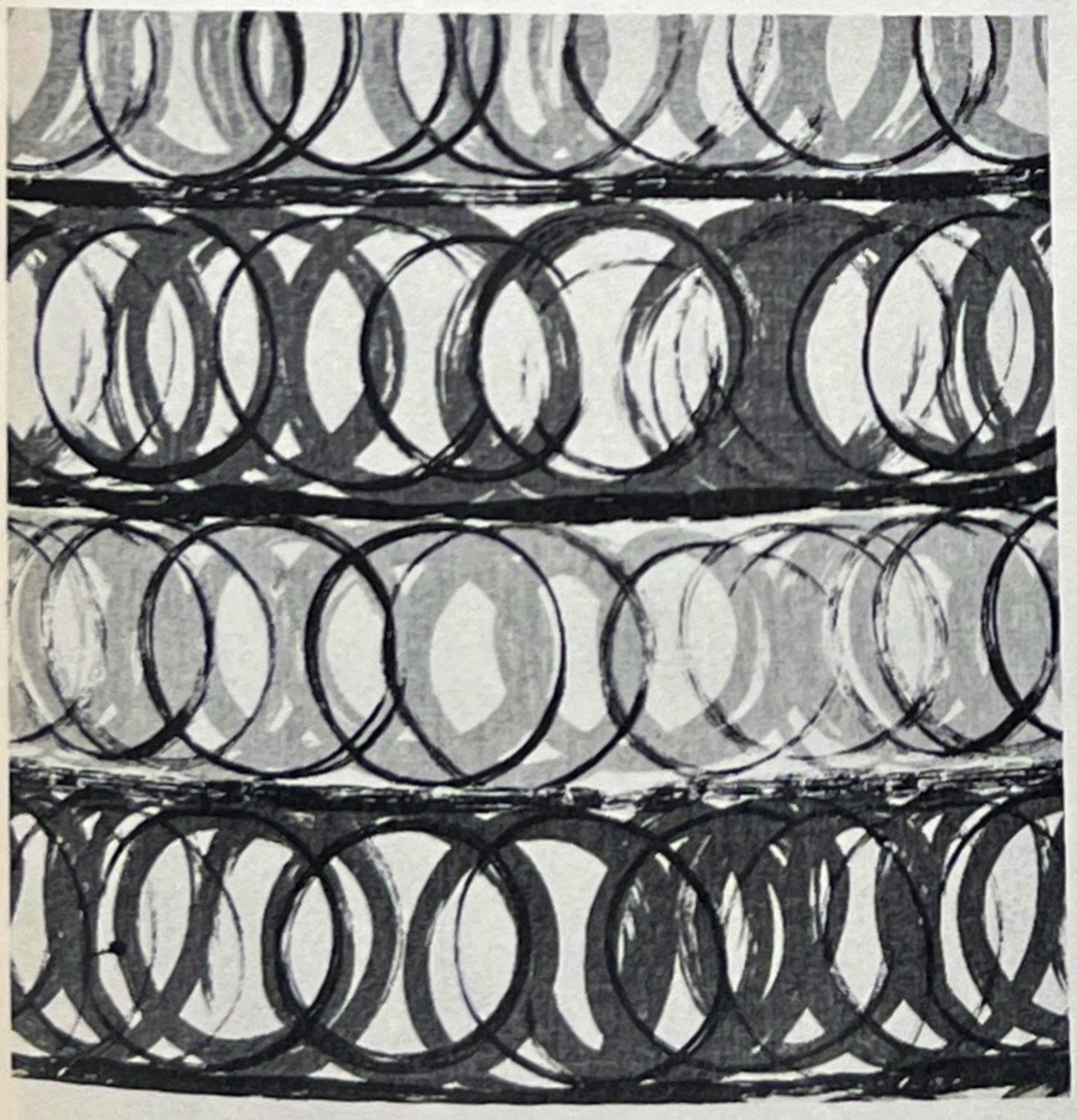


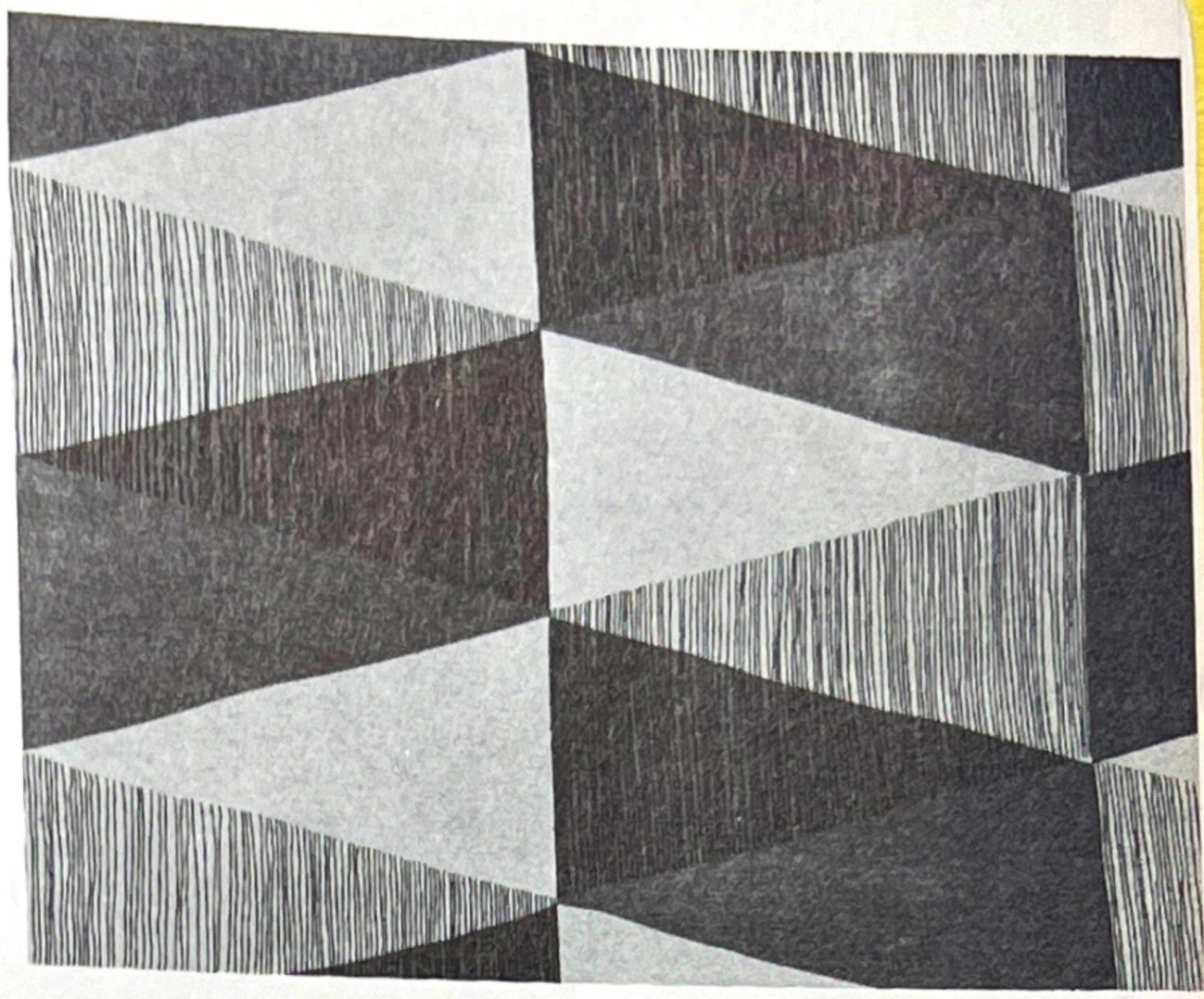
**Item No. 8013 Ceiling Hung Fixture**
Natural shell & pewter leading
White cord & brushed aluminum canopy
for 36" O/A suspension

**KAPPA—LIGHTS, INC.**
**Harry Handler Design Industries Co.**
75 Spring Street
New York 12, New York

**Item: "FESTIVAL", #51660 series**
50" hand printed linen
Turquoise, brass, wine, olive
bark or black on natural
**Approximate Retail Price:** 8.00

**Item: "JUBILEE", #51670 series**
50" hand printed linen
Approximate pattern repeat: 23½"
Smoke; peacock and turquoise; flame,
coral and wine; olive, citron and
avocado; olive, gold and brass, all
on natural linen.
**Approximate Retail Price:** 8.00





**Item: "PAGEANT", #51680 series**
50" hand printed linen
Approximate pattern repeat: 27"
Coral, turquoise, olive, gold, bark;
each combined with black on natural
**Approximate Retail Price:** 8.00

**From our exclusive new**
**"Austrian Contemporary" group**
**of imported hand printed linens**

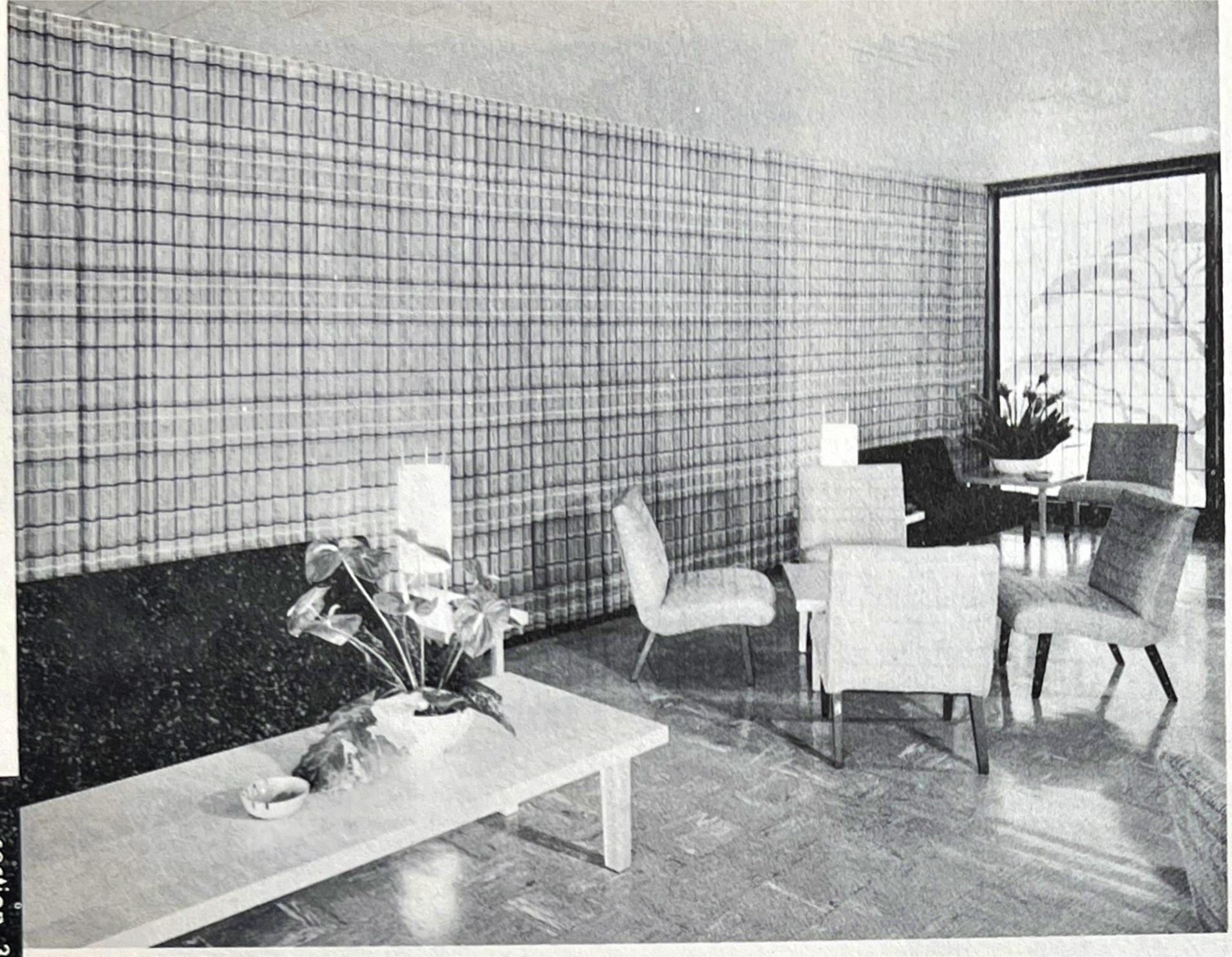
**Item: "DIVERTISSEMENT", #51700 series**
50" hand printed linen
Peacock, flame, gold, olive or black
on natural
**Approximate Retail Price:** 8.00

section 3 — page 9

**Showrooms:**
**New York 22**—4 East 53 Street
**Boston 16**—420 Boylston Street
**Philladelphia 3**—1717 Sansom Street
**Chicago 54**—6-125 Merchandise Mart
**San Francisco 11**—617 Sansome Street
**Los Angeles 48**—135 North Robertson

furniture forum

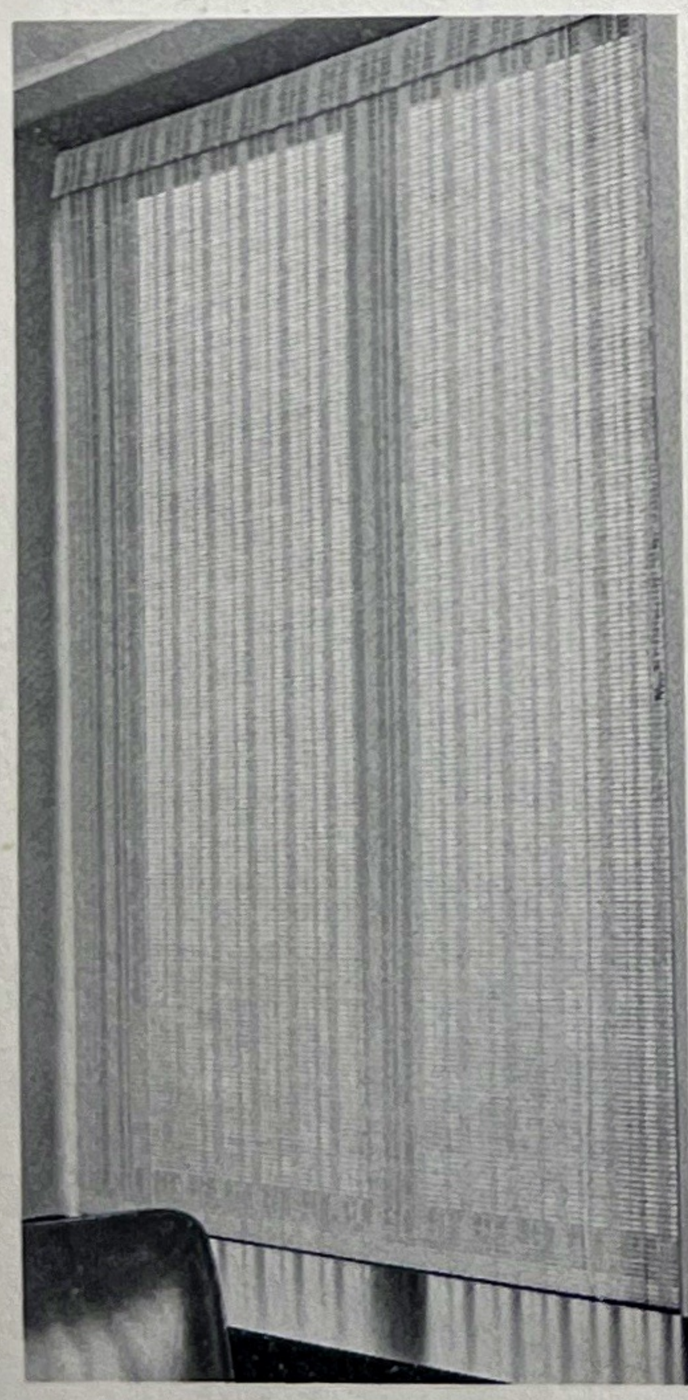
**GREEFF FABRICS, INC.**
150 Midland Avenue
Port Chester, New York



Woven wood fabric designs from the looms of Tropicraft for draperies, movable walls, area dividers, folding doors or for window shades.

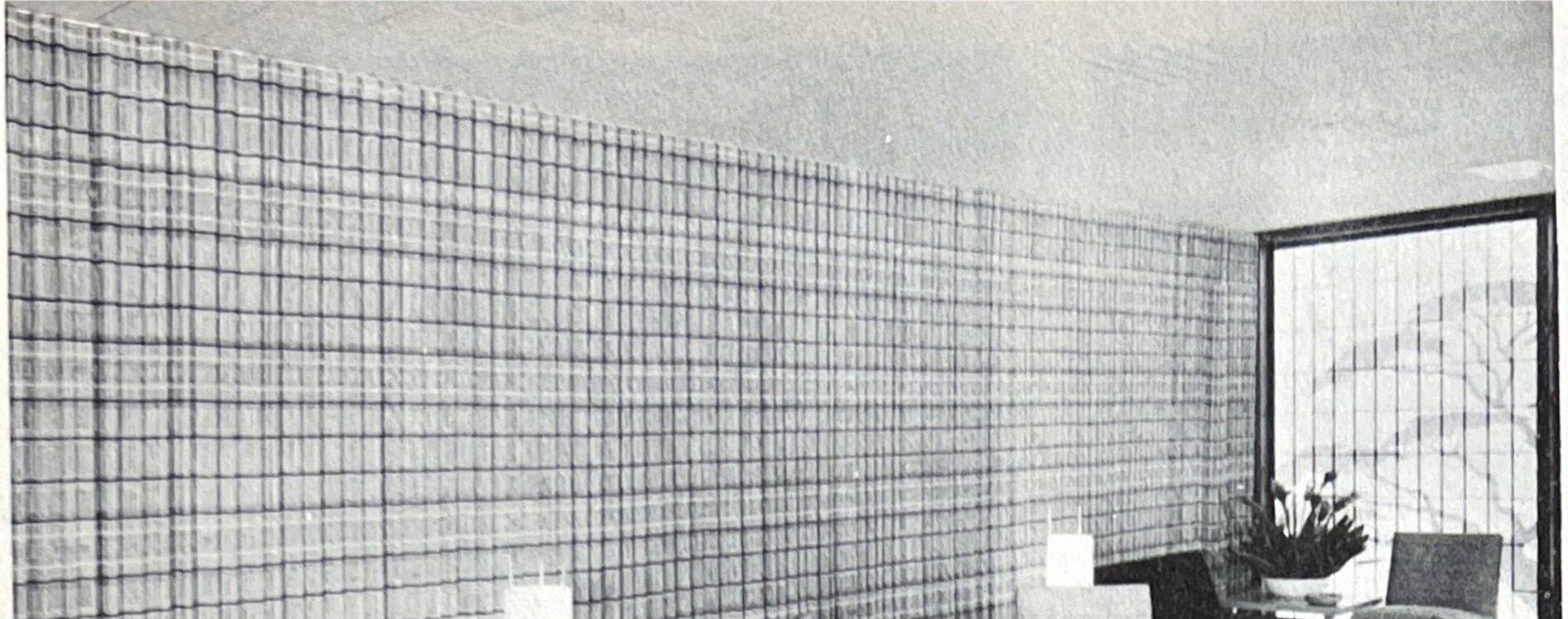
Available for residential or contract installation

Complete sample-kit bound in book form—34 designs—22.50



**TROPICRAFT of SAN FRANCISCO**
568 Howard Street
San Francisco, California

furniture forum



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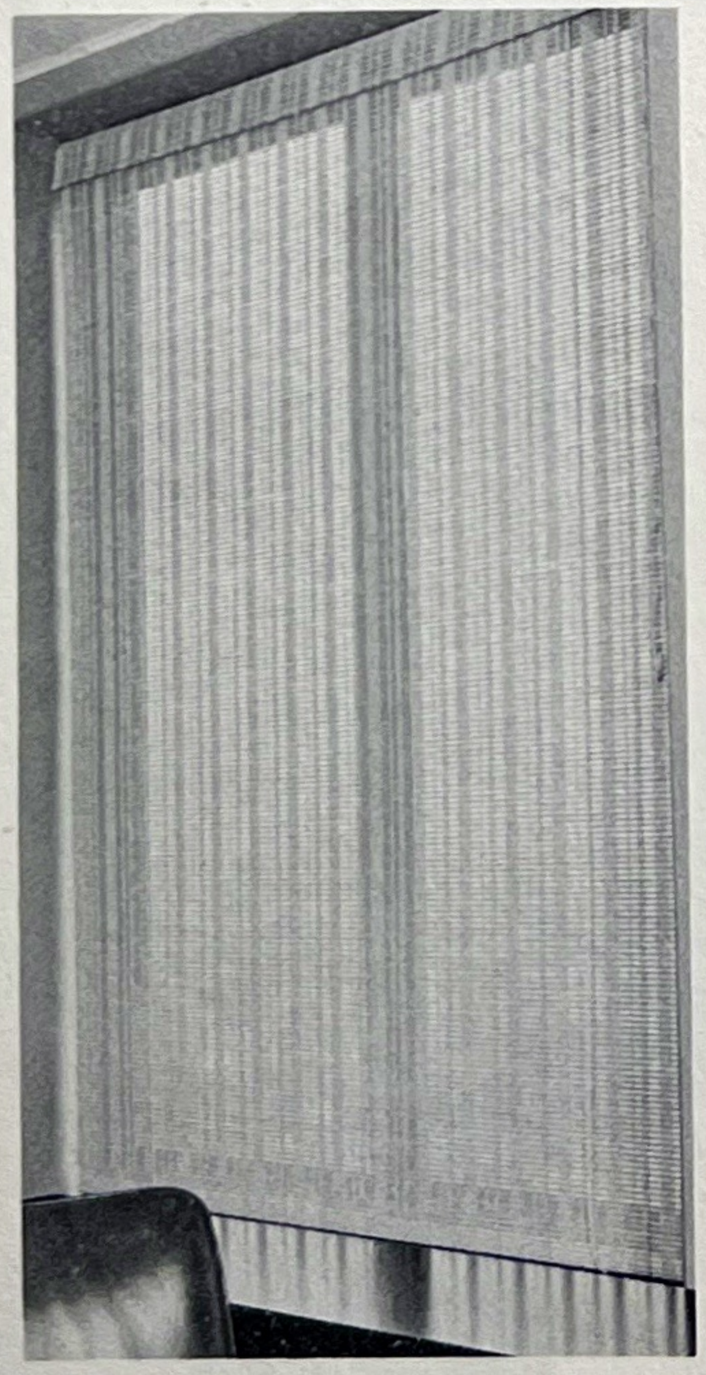
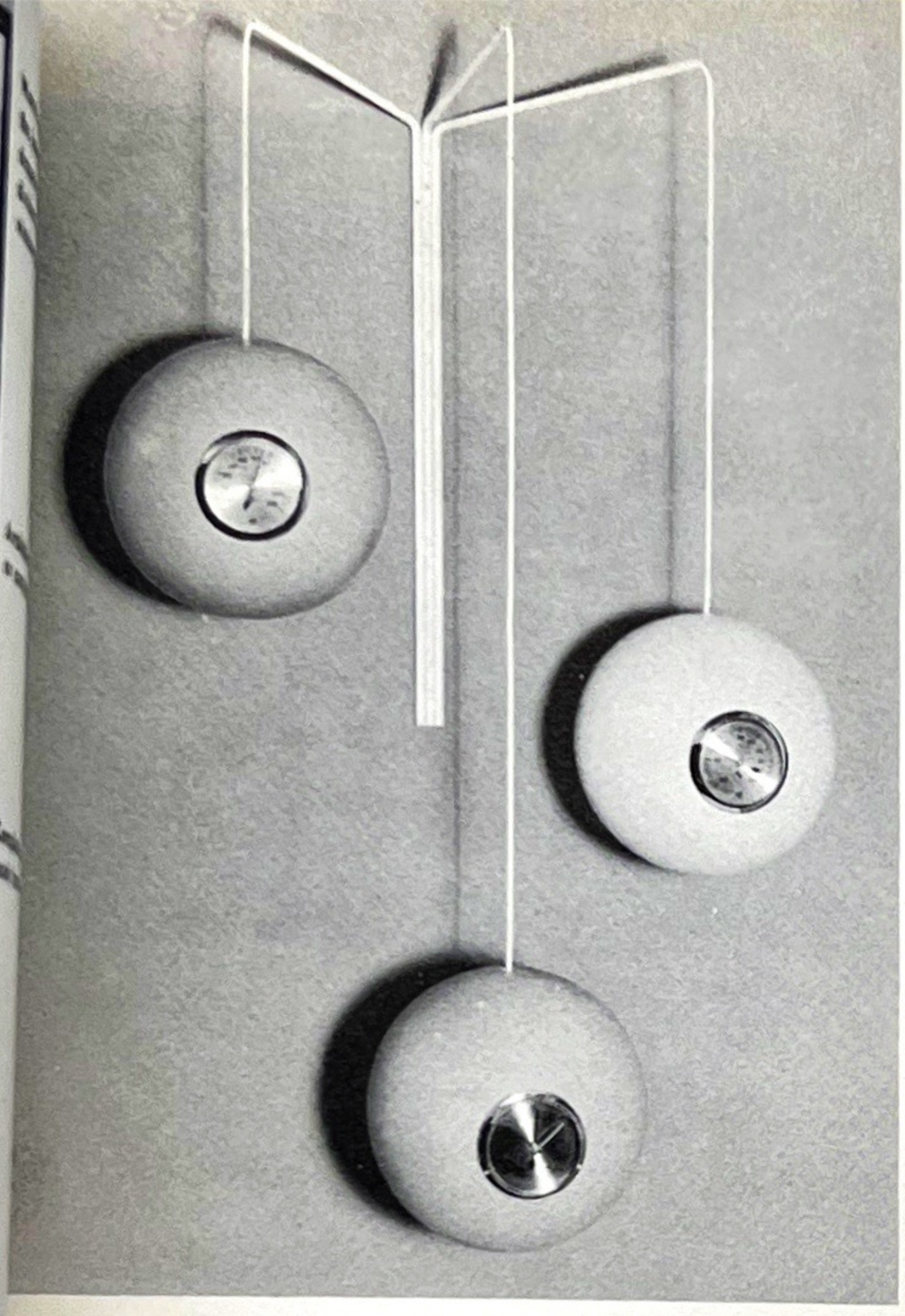
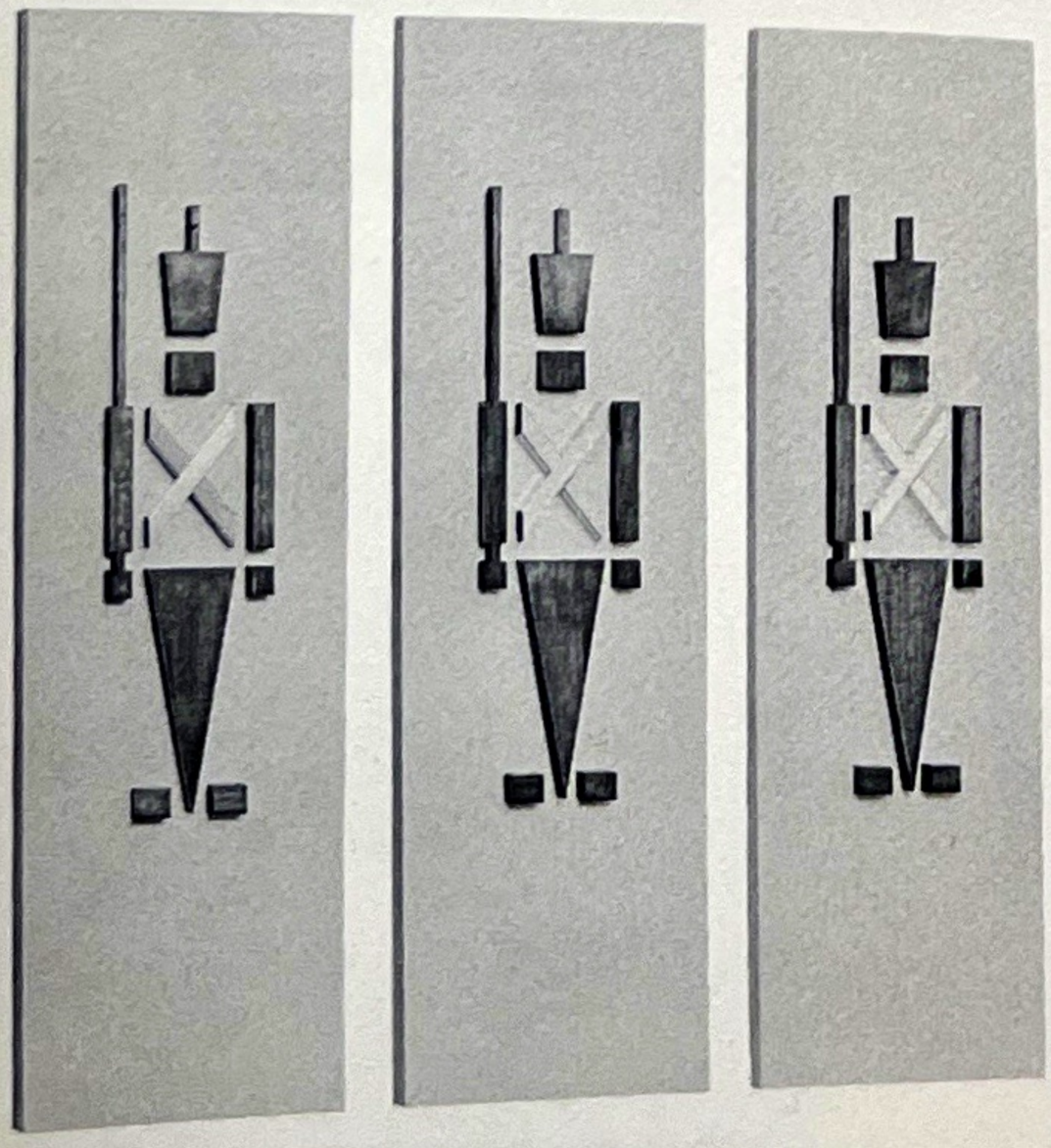


**TROPICRAFT of SAN FRANCISCO**
568 Howard Street
San Francisco, California

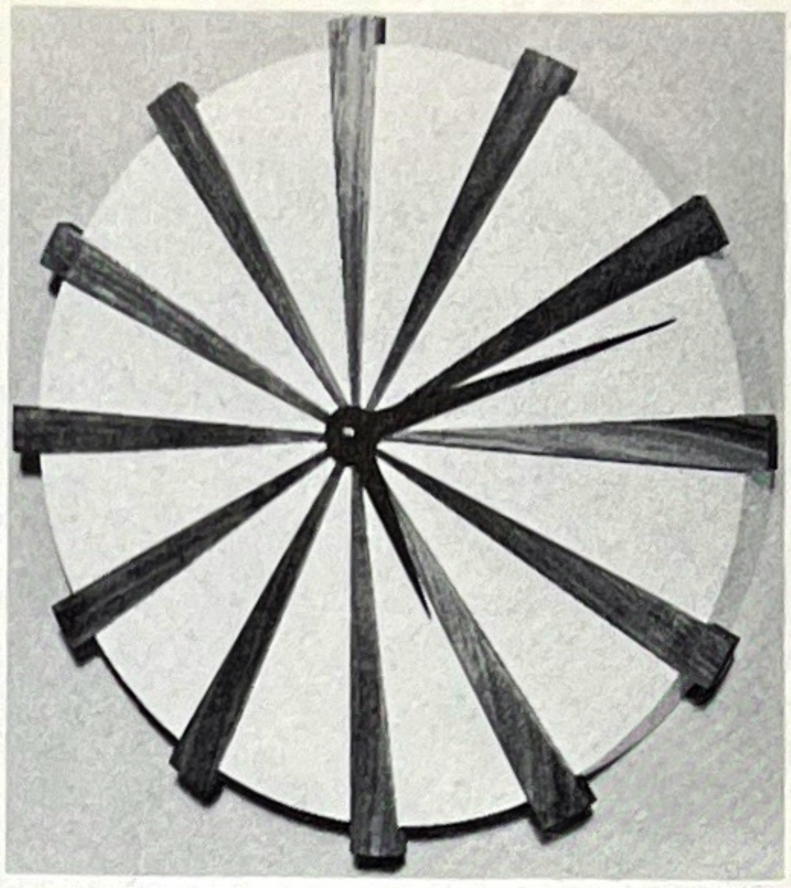
furniture forum



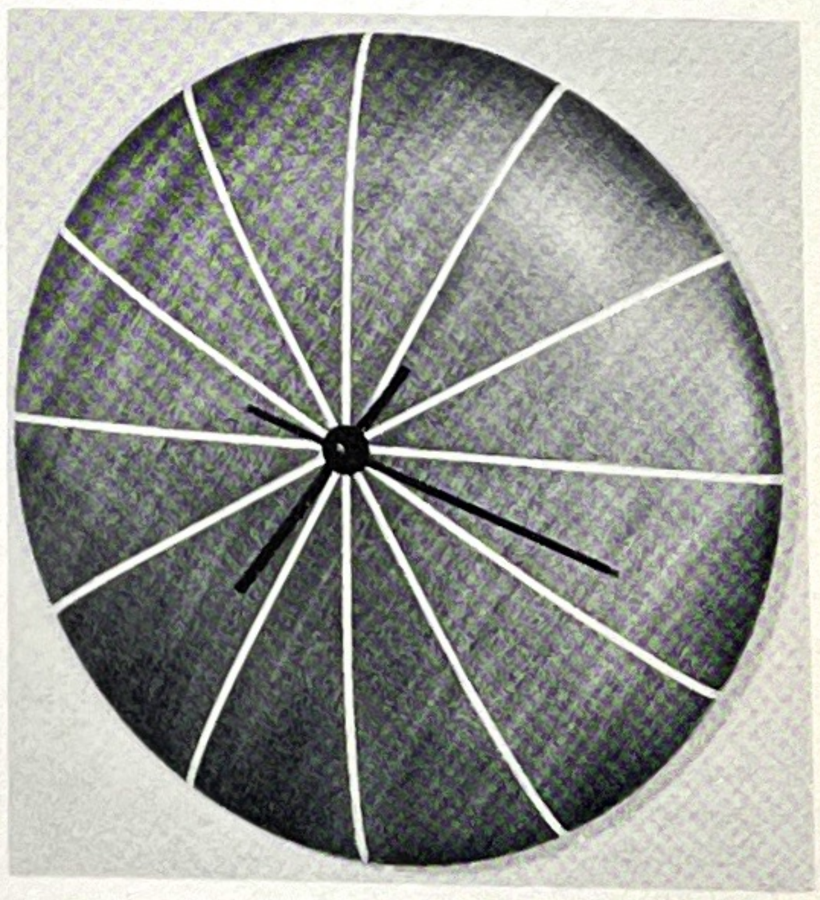
**Designer: BRUCE HILL**
**Item No.** BH133 **Weather Balloons**
8" bisque spheres encase barometer, thermometer & humidity gauge. Available in "House & Garden Colors"; Cerulean blue, cantaloupe, citron, smoked pearl, tangerine red, black & white. Barometer, thermometer & humidity gauge available separately. Wall brackets or ceiling fixtures finished in white, included.
**Approximate Retail Price:** 69.50, **per set**



**National representation through factory representatives. Write for name & address of representative in your area.**



**Designer: GARRY CARTHEW**
**Item No.** GC130 **Viking Clock**
Size, approximately 15" x 2"
Wedges in high relief on white wood housing available in solid walnut, black or "house & Garden Colors", cerulean blue, turquoise, red, cantaloupe & citron
**Approximate Retail Prices:** 49.50, **8-day**
(Battery operated) 59.50

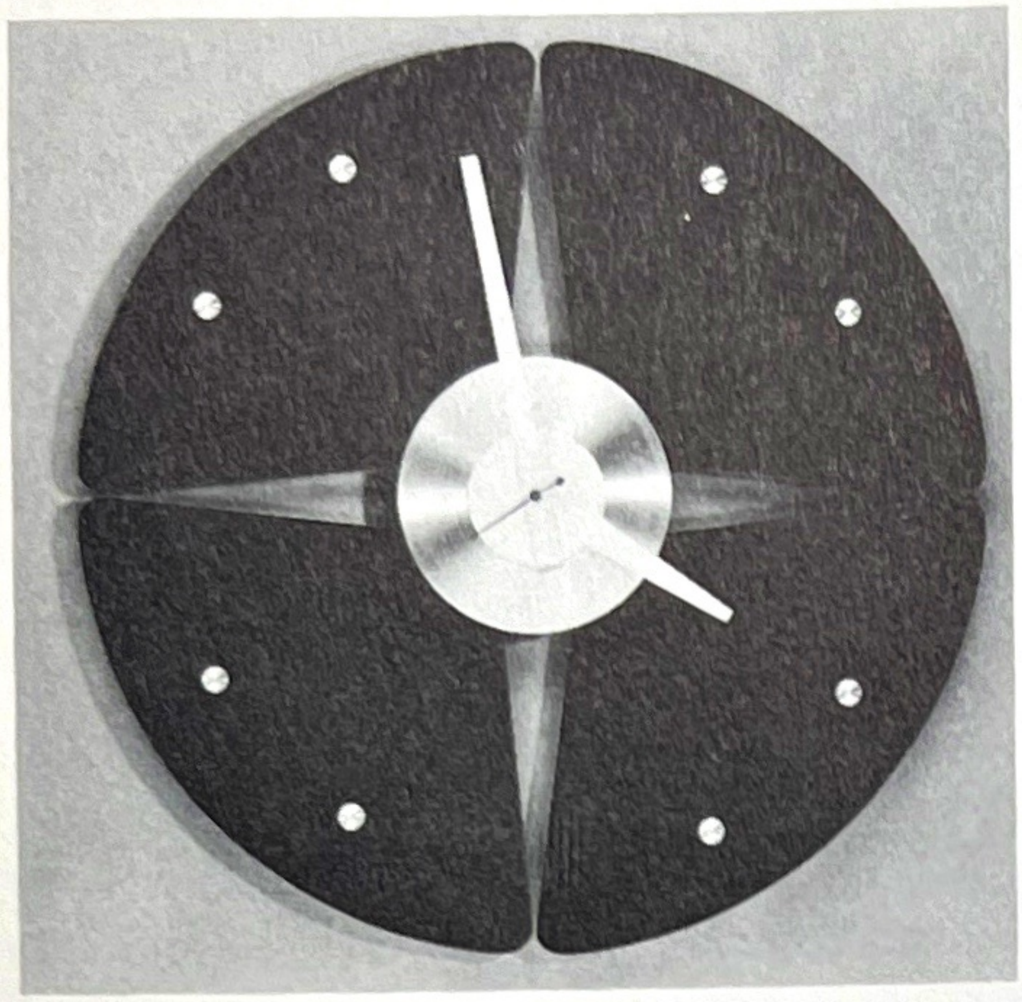


**Designer: BRUCE HILL**
**Item No.** 131 **Nordic Clock**
Size, approximately 14" x 2"
contoured housing with grooved dial, teak finish or solid walnut
**Approximate Retail Prices:** 49.50, (8-day)
(Battery operated) 59.50

**Designer: BRUCE HILL**
**Item No.** BH132 **The Grenadier**
Size, approximately 7½" x 24"
An interpretation of the Royal Guardsman made of solid walnut in high relief with brass crossbands on white wood background
**Approximate Retail Price:** 16.00, **each**

**Showrooms:**
**Chicago**—325 North Wells
**San Francisco**—1355 Market Street
**Dallas**—120 Decorative Center


**PETER PEPPER PRODUCTS INC.**
P. O. Box 1003
Palos Verdes Estates, California

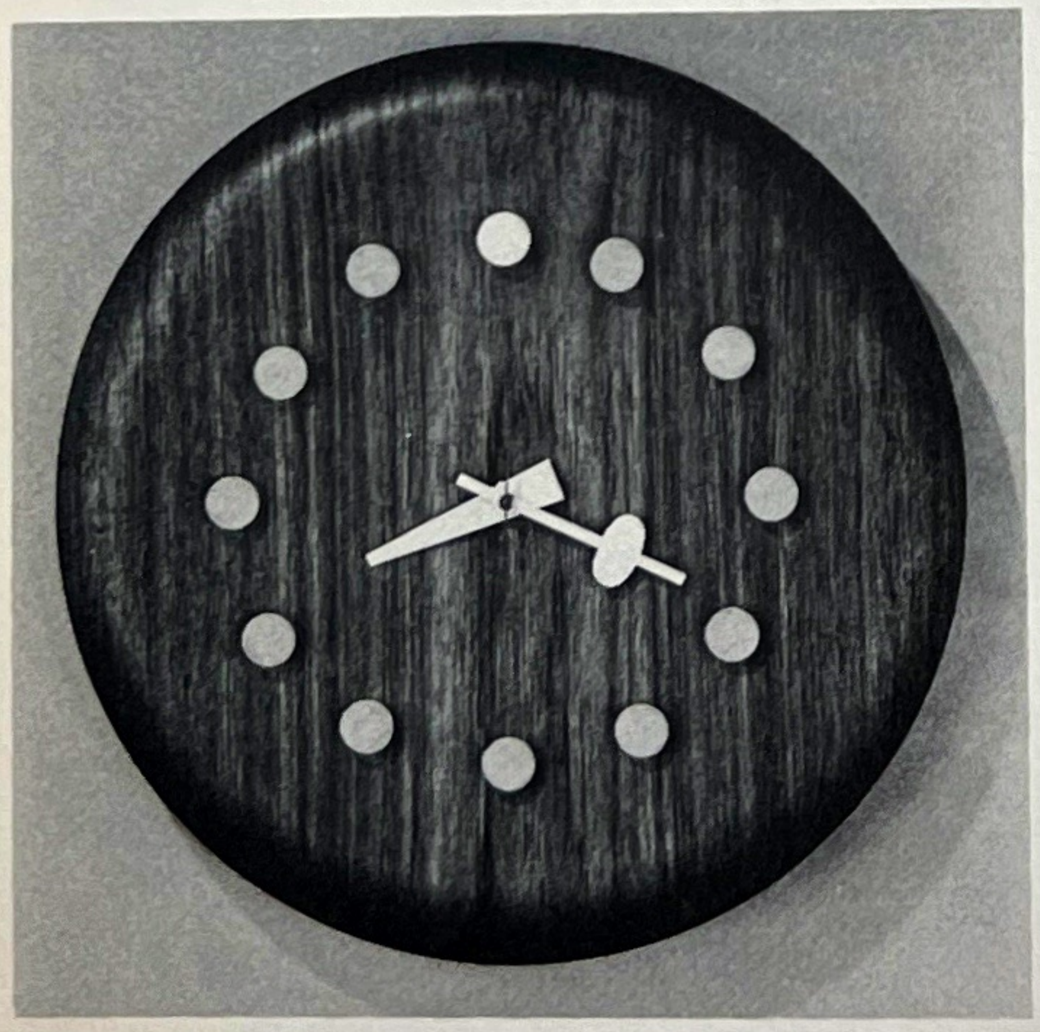


**Item No.** 7513B **Meridian Clock**
Diameter 18"; electric, w/lead cord
Color: black face, brass center,
brass markers, white hands
**Approximate Retail Price:** 15.95

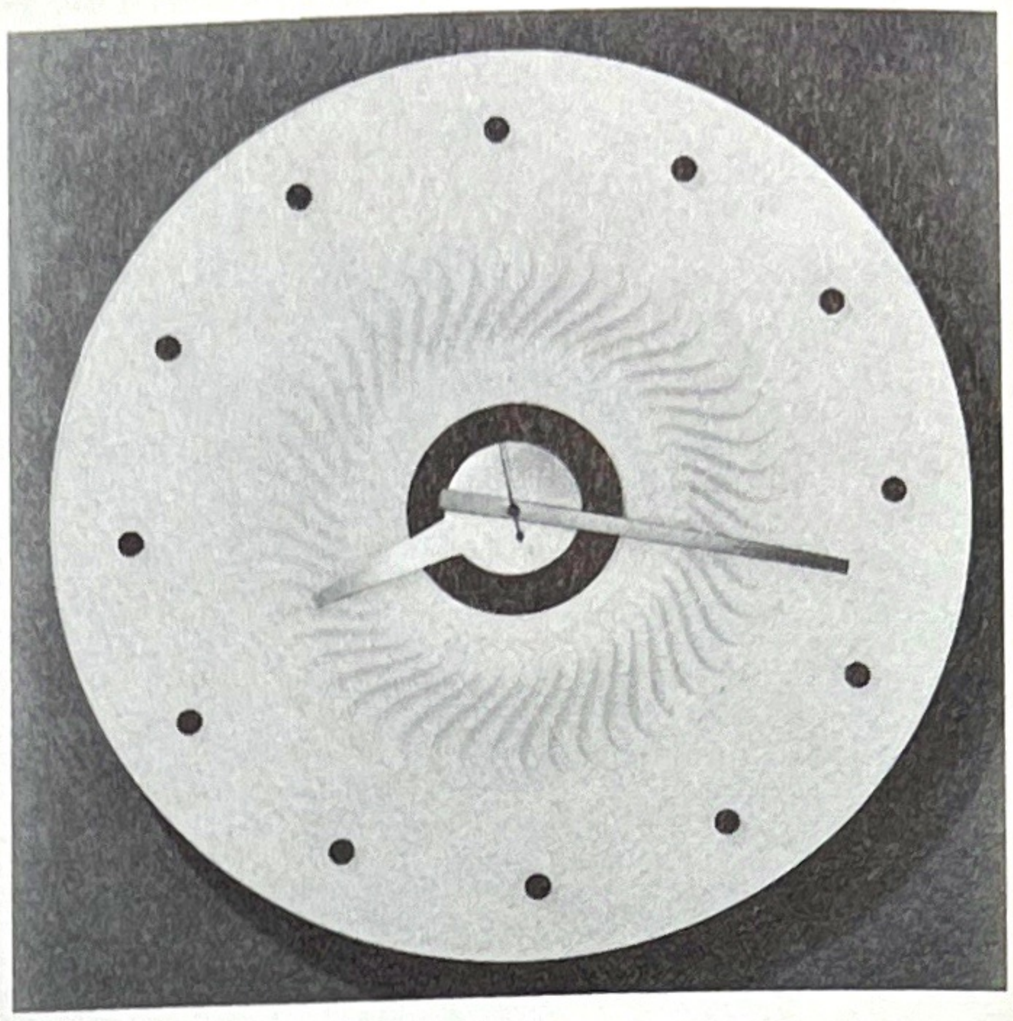
**Designer: GEORGE NELSON**

**National Distributors**
**Richards-Morgenthau Company**
225 Fifth Avenue, New York
1215 Merchandise Mart, Chicago

**Item No.** 7512 **Meridian Clock**
Diameter, 13"; electric, w/lead cord
Materials: molded teakwood face,
natural birch markers, white hands.
**Approximate Retail Price:** 19.95

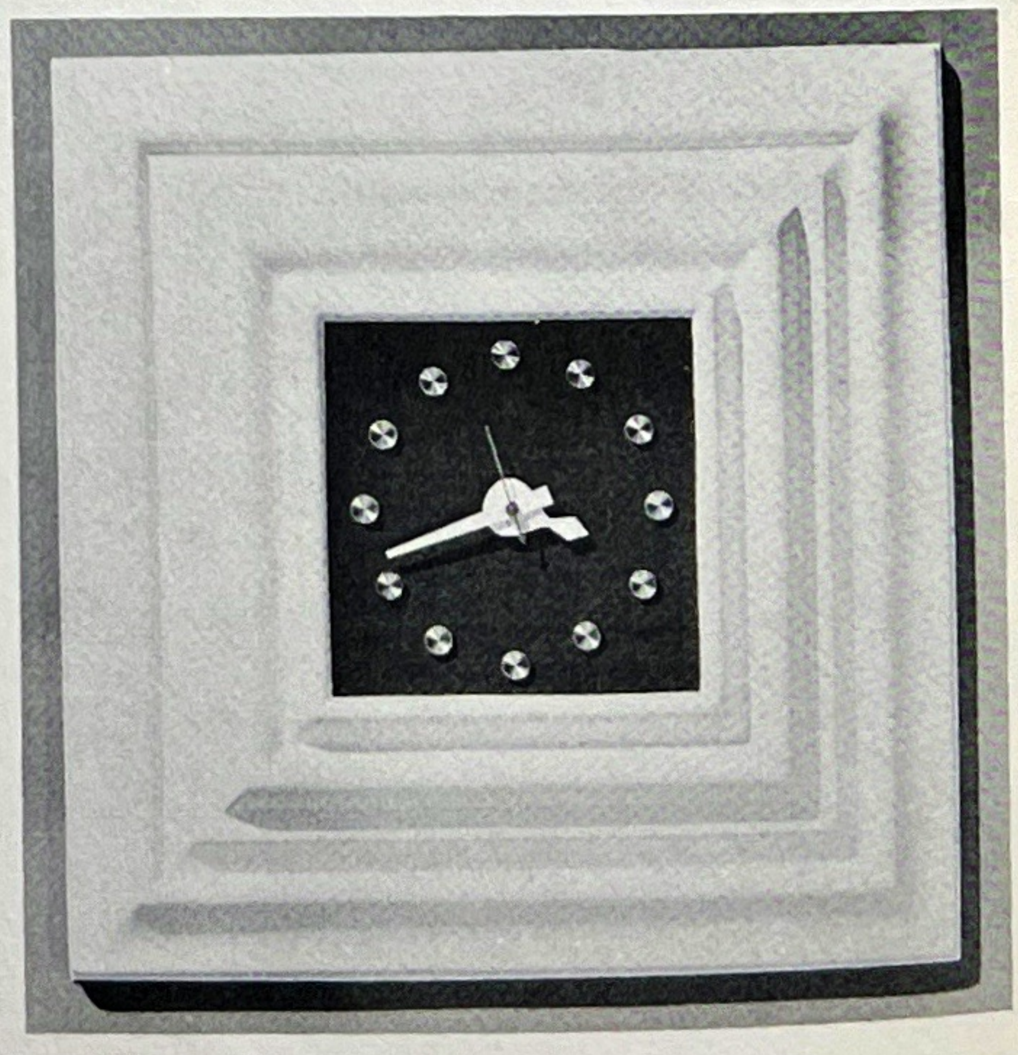
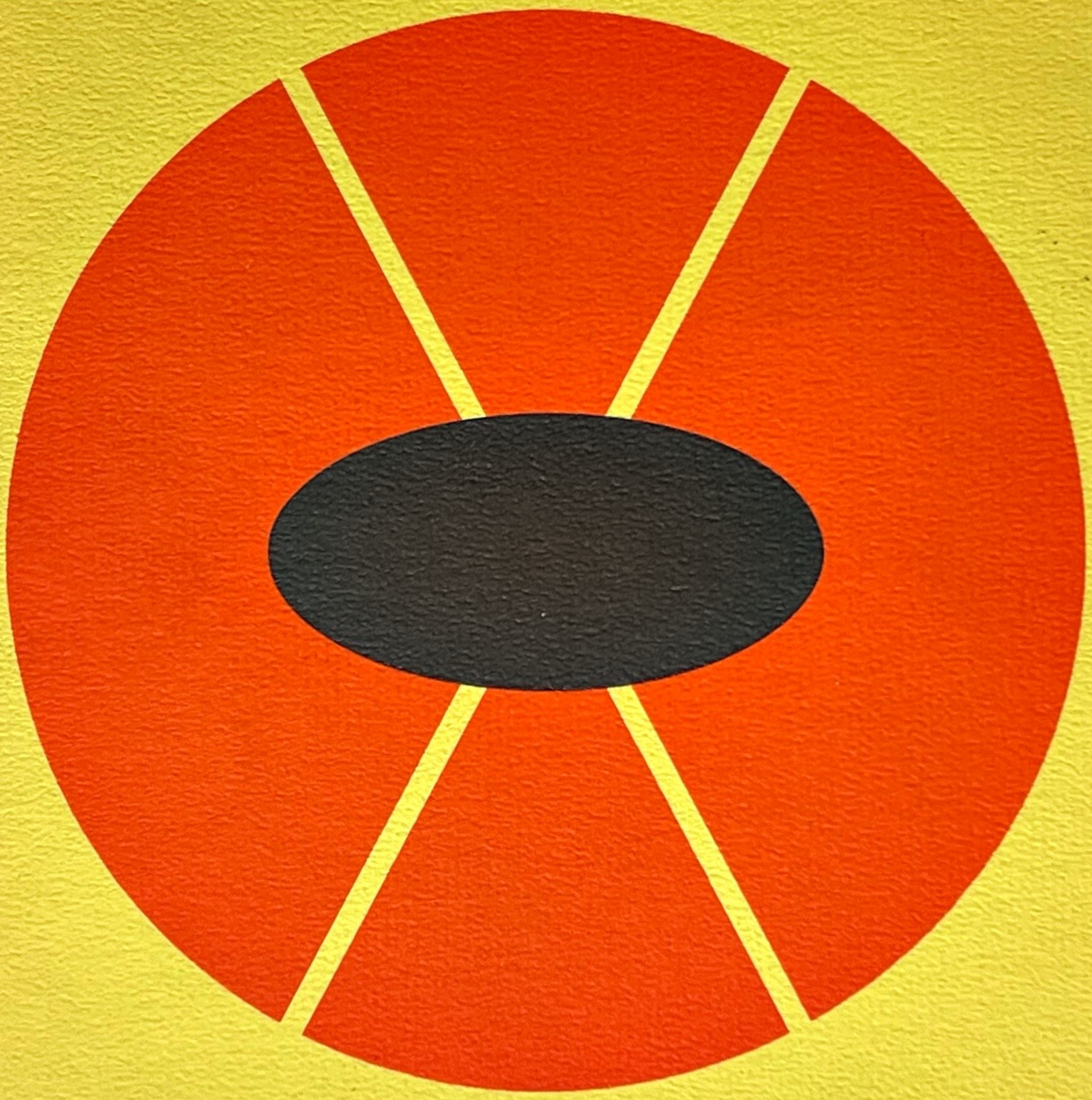


**HOWARD MILLER CLOCK COMPANY**
Zeeland, Michigan



**Item No.** 7517B **Meridian Clock**
Diameter, 18"; electric, w/lead cord
Color: white glass, gold decoration,
black center & markers; brass hands
**Approximate Retail Price:** 19.95

**Item No.** 75150 **Meridian Clock** (shown)
17" square; electric, w/lead cord
Color and material: white molded plastic
case, walnut center, brass markers & hands.
**Item No.** 7515A **Meridian Clock** as above
Color: bright gold case, walnut center,
brass markers & hands.
**Item No.** 7515B **Meridian Clock** as above
Color: Vermillion red case, gray center,
black markers, grey hands.
**Approximate Retail Price:** 17.95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